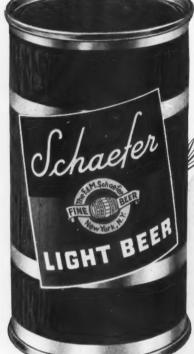
MODERN PACKAGING



R v.102 March - Aug. 1937



AGAIN

CANCO CUSTOMERS WIN IN

METAL CONTAINER GROUP

GOLD AWARD in Metal Container Group ALL-AMERICA
PACKAGING AWARDS

Whatever your product may be, Canco can produce a package for it that will help you win more sales. For that's what eye-appeal and advanced container features do, besides winning prizes. Canco containers must be economical, too, or Canco could not have become the world's largest manufacturer of metal and fibre containers. Write for ideas appropriate to your type of product. Address Department MP-3.



SILVER AWARD in Metal Container Group

AMERICAN CAN COMPANY

230 PARK AVENUE · NEW YORK CITY

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TO THE PARTY OF THE PARTY.

First Co.o.

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ABBOTT LABORATORIES is the recipient of a silver award for their Alcolo package in the All America Package Competition, conducted annually by Modern Packaging . . . The award-winning package represents the combined engineering skill and package design experience of E. A. Ravenscroft and G. H. Fritzlen . . . This is the second successive year that an Abbott package has been so honored ... and the thirtieth honor to be bestowed upon users of Phoenix Metal Caps in packaging contests during the last five years.

MODERN PACKAGING

MARCH, 1937

D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 10

NUMBER 7

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NEXT MONTH

The April issue reports the proceedings of the Seventh Annual Packaging Conference and Exposition. In a special section will be illustrated and described the packages which received Honorable Mention in the 1936 All-America Package Competition. All entries are now on display at the Permanent Packaging Exhibit, 425 Fourth Ave., N. Y.

Color photography and plates used for the front cover of this issue furnished by the Rosenow Company; the cover wrap was furnished by the Aldine Paper Company.





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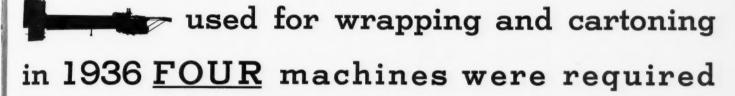
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A DEPRESSION SUCCESS STORY



by LA ROSA

in 1934 ONE REDINGTON MACHINE was





NEW leaders have emerged from the depression . . . in the spaghetti and macaroni field it's La Rosa. The recent extraordinary growth of this 23-year old firm can be measured in some degree by the Redington Wrapping and Cartoning Machines now in operation.

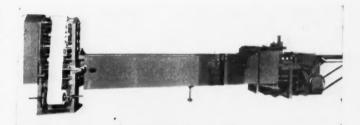
In 1934 a Redington was installed in the Brooklyn plant of V. La Rosa & Sons, Inc. Within 12 months it more than paid for itself in sharply lowered labor costs, increased efficiency, and saving of valuable floor space for other uses. This machine wrapped the spaghetti or macaroni in wax paper, cartoned it, then double sealed the end flaps with glue—all at the rate of 55 cartons an hour.

By 1936 their production had jumped so fast that *four* Redingtons were needed . . . three for the small size carton and one for the large. These machines have played an important part in La Rosa's expansion program . . . by keeping down costs per carton . . . eliminating the problem of a large labor crew . . . minimizing the need for additional floor space.

Perhaps Redington can help you, too. No matter what the product—drugs or foods, playing cards or razor blades...no matter whether it's cartoning or carton sealing, wrapping or Cellophane wrapping—try Redington first.

Another "All-America" Winner for Redington

The La Rosa installation of 4 Wrapping and Cartoning Machines has been selected for the Bronze award by the 1936 All-America Packaging Jury. It's another winner for Redington—taking its place with the awards for the Bromo Seltzer and Campana installations. Here is the latest La Rosa unit.



F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., CHICAGO, ILL.



REDINGTON

Fackaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

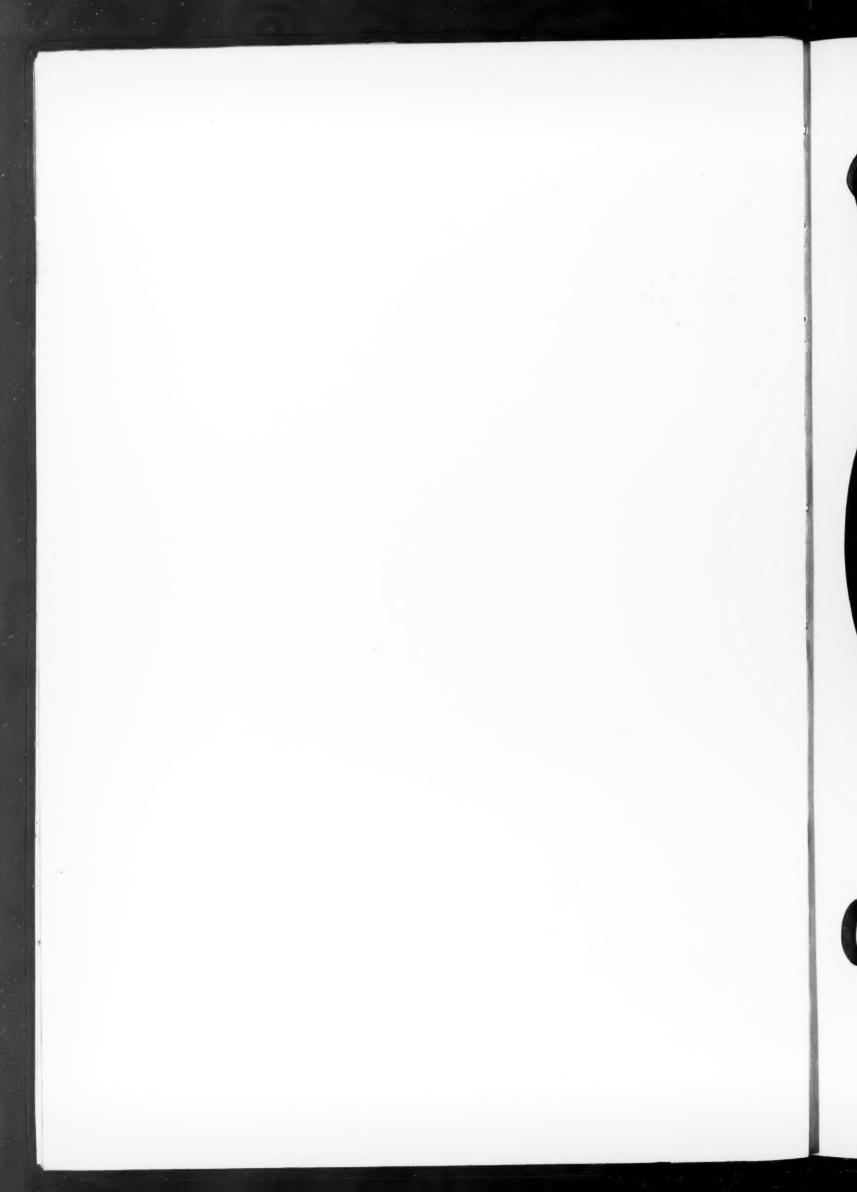




R-R-HEYWOOD CO, Inc.

263 NINTH AVENUE
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PHILADELPHIA - TORONTO





New Jacas FOR AN OLD INDUSTRY...

THIS company is now in the business of manufacturing cans. It enters the field at a time when the industry is beset with problems of readjustment.

In this situation there are several facts of special interest to you:

- 1 Crown Can is independent of other manufacturers in this field. It is unhampered by traditions. It has no long established habits of thought or practice.
- 2 Crown Can has behind it the resources and laboratory facilities of one of the largest business institutions in the country. Its recently built modern plant provides unexcelled production and shipping facilities.
- **3** Crown Can brings to users of cans many progressive ideas and a new philosophy of business relations.

A Crown Can Representative will gladly explain the many advantages this service makes available to you.

Crown



CROWN CAN CO. • PHILADELPHIA, PA.

DIVISION OF CROWN CORK AND SEAL COMPANY

FOR THE FIRST TIME

or EINSON-FREEMAN



in Window Display (Gold Award) out of 700 entered in Seventh All-America Packaging Competition.

in Window Display (and voted best of **ALL Window and Counter Displays** submitted) in Third National Window and Store Display Exhibition of Babson Institute.



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SEE OUR EXHIBIT AT THE PACKAGING EXPOSITION

TO ANY ONE CONCERN



2 Firsts for the first time to any one concern in the history of All-America Packaging Competitions. • Both "firsts"... for the first time in both Window and Counter Display Classifications in the Annual

National Window and Store Display Exhibition of Babson Institute. • For the same selling combination of direct simplicity, ingenuity and sound basic merchandising thought which won these outstanding awards in two unrelated competitions, consult . . .

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Lithographers LONG ISLAND CITY, NEW YORK

MARCH 25-26, HOTEL PENNSYLVANIA, NEW YORK CITY

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STAR IN ASCENSION

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BINGHAM BROTHERS COMPANY

Founded 1849

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Printed on our 290 Silver





CONTAINERS

THAT "Make their Own Markets"

TWO WIDELY Different ITEMS WHICH WON AWARDS IN THE 1936 "All-America Package Competition"

both -

Hycoloid

YOU can do things with Hycoloid—you can "go places" where competition is left out of the picture. Your product can win greater attention with naturally greater sales reward if you select a container with Hycoloid's outstanding advantages.

Hycoloid has these advantages because of the substance from which it is made, and the skill of Hycoloid production. The Dixon graphite-gun is pure utility, attractively designed; the J. & J. dispenser, has clear, colorful, streamlined beauty, that will survive usage. They illustrate Hycoloid in its manifest advantages:

UNBREAKABLE RESILIENT **FEATHERWEIGHT** TRANSPARENT OR OPAQUE LABELED IN PRODUCTION PROCESS NO COLOR LIMITATIONS

Scores of manufucturers are using Hycoloid because it combines the desirable essentials of packaging, PLUS what other types of containers cannot offer...and dozens of other manufacturers will eventually use it because it gives wider benefits to packages, and more for the money than was ever available before.

> Your request for samples will bring prompt response.

HYGIENIC CONTAINER CO.

TUBE and

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46 AVENUE L

NEWARK, N. J.



& PACKAGING EQUIPMENT S AND ALWAYS HAS THE CHOICE OF LEADERS

weighing · sealing · wrap-ping · 15 to 120 per minute

A FEW WELL-KNOWN USERS

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BOOTH 105 Philadelphia Wholesale Drug Co. PACKAGING EXPOSITION MARCH 23-27, 1937 Pennsylvania Hotel New York City PAPER BOX MACHINERY

STOKESESMITH PACKAGING MACHINERY Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1



UNIVERSAL FILLER For any powder, granular product or paste. Fills by gross weight, volumetric measurement or packing. Speed: 15-30 units per minute.

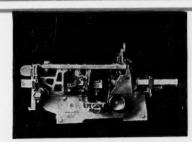


CONVEYOR NET WEIGHT SCALE For nuts in shell, hard candies, flaked products. etc. Fills by net weight. Speed: 15-25 units per minute.



AUTOMATIC TIGHT-WRAPPER For all food and

grocery products. Automatically tight-wraps carton with printed label. Speed: 60-70 units Der minute.



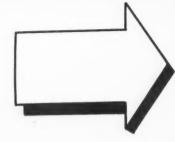
NEVERSTOP FILLER & SEALER

For all grocery products in cartons. Feeds cartons, bottom seals, fills, top seals. Speed: 40-75 units per minute.

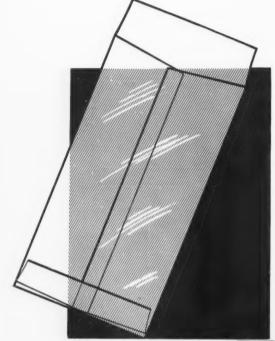


VOLUMETRIC FILLER For salted and shelled nuts, tea, whole spices, flaked cereals, etc. Fills by volumetric measurement. Speed: 20-30 units

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UP TO 14,000 CELLULOSE BAGS OR ENVELOPES PER HOUR!



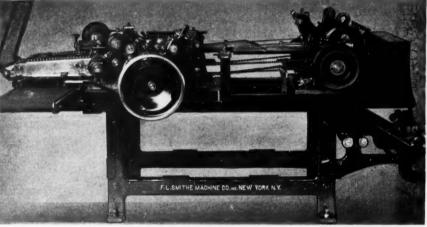
The Champion "VW" Machine handles all types of thin transparent materials, operating from the roll at a speed of from 9,000 to 14,000 per hour! It cuts out a chip to form the side, seal and bottom flaps, folds and glues the side flaps, severs the web, folds and glues the bottom flap and delivers the finished envelopes ready for use.

In your own plant, this machine can save its cost and more within a few months. Eliminate delivery delays. Eliminate the need to stock envelopes for possible rush requirements. Change sizes at will in a few moments.

Range:
Blank length—4½" to 135%"
Folded width—134" to 10"

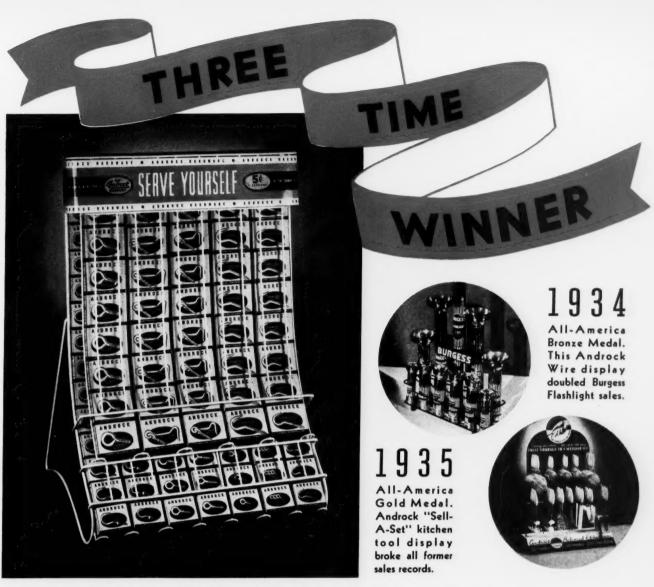
We also manufacture the following Champion machines:

Window Patching Machine, using either glue or heat for adhesion. "VWS" Machine for cellulose satchel bottom bags. "VWM" Machine for 7/8" min. size cellulose envelopes. Envelope and special machinery of all kinds.



A recent report showed production of 115,000 envelopes 4¾" by 6¾" in nine hours, including change time! Material, transparent cellulose. And that's production by any standard!

F. L. SMITHE MACHINE Co., Inc.
633 West 44th St.
New York City



1936 ALL AMERICA

BY UNANIMOUS DECISION OF THE COMMITTEE OF JUDGES

ABOVE: 1936 All-America Gold Medal on Androck "Vend-A-Peck", vending display for 5c packages of screw eyes, hooks, etc. Sales quota for first six months was sold in first thirty days on market! Let an Androck wire display start doing some quota "busting" for you! Three in a rowl But winning prizes three years in a row is of secondary importance to the sales which Androck wire displays win every day in the year—for manufacturers having products that lend themselves to counter, floor, window, wall or sidewalk display. And what product doesn't? Send samples of your product and details of your display problem to the nearest Androck plant. Our design engineers will create display suggestion for you—and build an actual sample for your consideration—at no cost or obligation. Write us today.



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WORCESTER, MASSACHUSETTS . ROCKFORD, ILLINOIS
ASSOCIATE COMPANY, MICHIGAN WIRE GOODS CO., NILES, MICH.

ANDROCK WIRE DISPLAYS

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Parade.

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AWARD

Alka-Seltzer

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MODERN PACKAGING
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ANNIVERSARY

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Mr. Temple Speaking

(The Second of a Series of Talks on Aluminum Tubes)

- MERRILY WE ROLL ALONG -

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Some of the largest and most popular tube users have standardized on Victor Aluminum tubes. And they are highly pleased with them. You, too, will be pleased after you have standardized on Victor Aluminum tubes, not alone because of their fine quality but because of the saving in your tube costs.

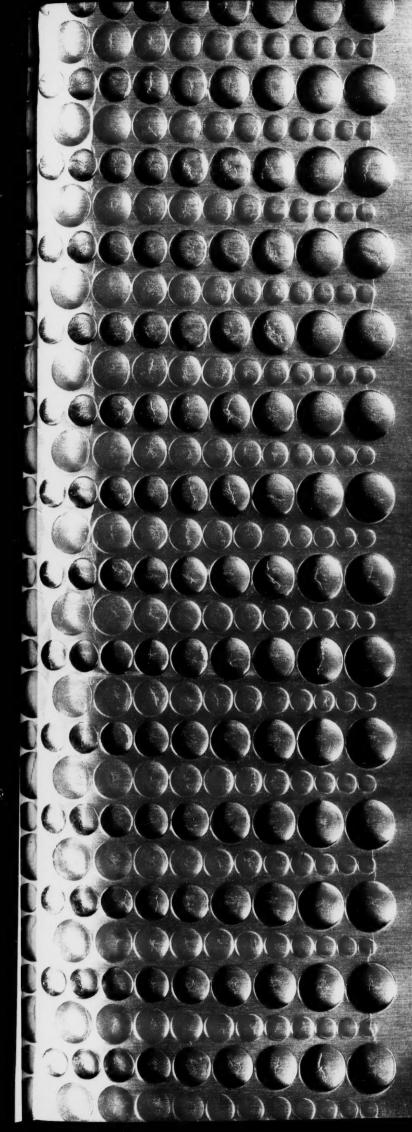
Where your product is such that you must use a tin tube, or where a tin coated lead tube will serve your purpose, let us quote you on these grades.



VICTOR METAL PRODUCTS
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"THE UTILITY LINE"
Made in America

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represent an assortment of distinctive qualities manufactured with the skill required to produce the unusual.

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Made in America

The unique creations created entirely by Keller-Dorian, together with the full assortment of delicate pastel shades and darker hues of foil colors, make 1937 EMBOSSED STAIN-LESS METAL FOILS the most outstanding and complete embossed line on the market.

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YEAR AFTER YEAR, BOXES COVERED WITH KELLER-DORIAN VELOURS ARE SELECTED BY THE JUDGES OF THE ALL-AMERICA PACKAGE COMPETITION.

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This inevitable recognition again demonstrates the superiority of materials and workmanship utilized in their manufacture and spells the success attained since Keller-Dorian originally invented this particular type of paper.

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Made in America

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CARDS

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DISPLAYS

Beauty and Character.

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

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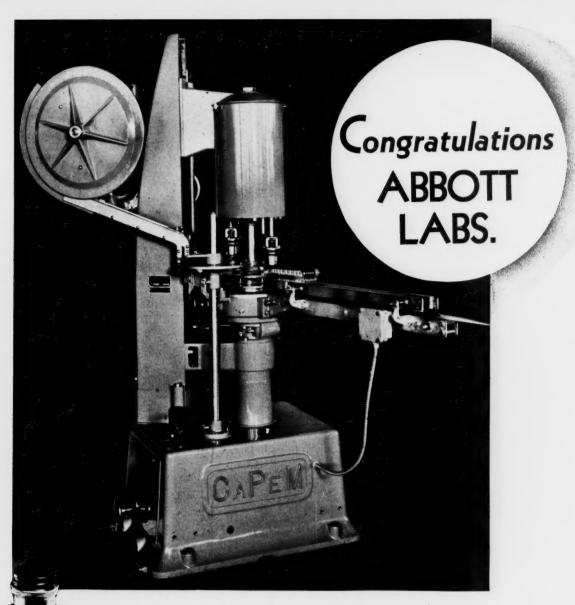
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AGAIN CAPEM SCORES!

We're proud to have played a part in producing your fine package

A CAPEM automatic capping machine sorts, feeds and applies the closure firmly to this interesting Alcolo bottle. Thus our CAPEM line continues to identify itself with All-America Award Winners.

Proud? Yes indeed!

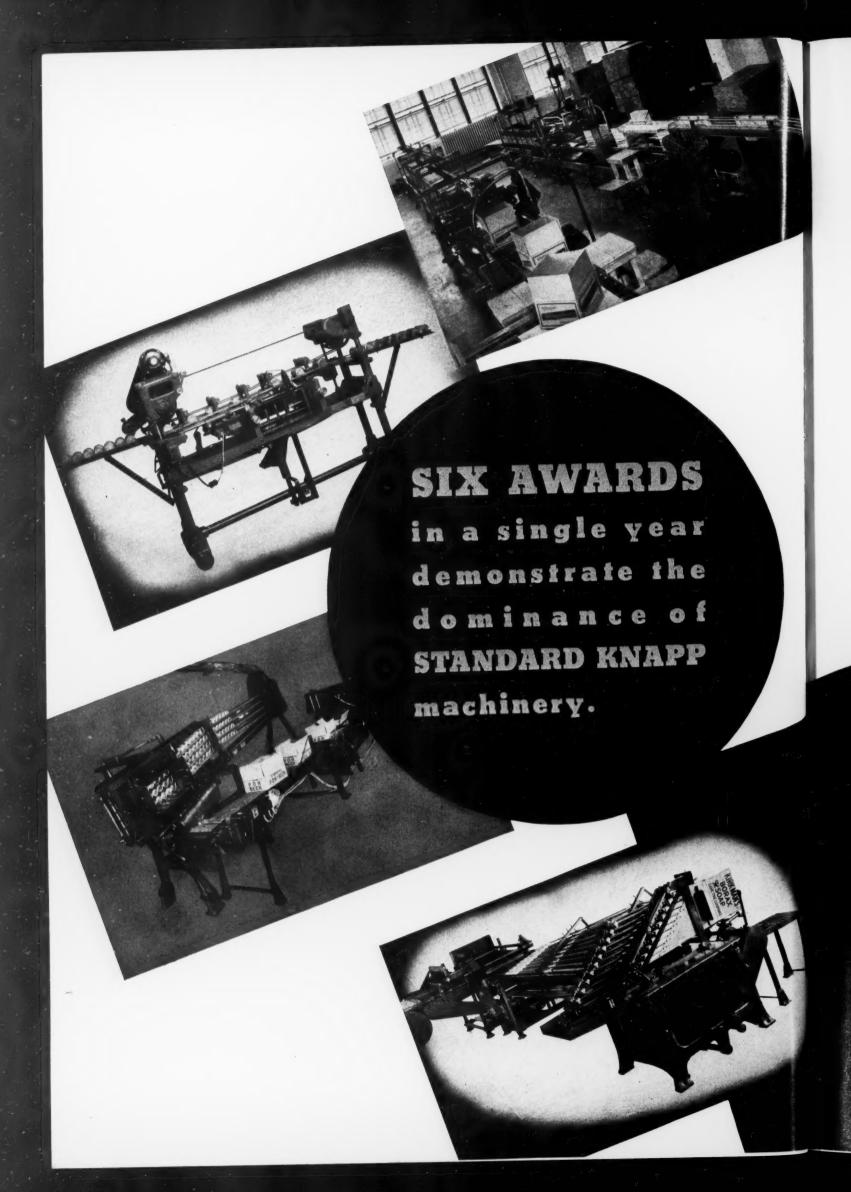
But we must confess, we are not surprised.

You will understand when we tell you that we have managed in the last few years to secure many installations of CAPEM machines in leading plants throughout the country. Any one of hundreds of packages could have won and brought us home a winner.

Which, come to think of it, is just another way of saying "Nothing succeeds like Success." Call in a Consolidated engineer when planning a change or a new machinery line. Some valuable experience is yours for the asking.

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 WEST AVENUE, BUFFALO, N. Y





Not only in the machinery classification, but in four other divisions as well, Standard Knapp machines play a major part in producing these medal winning packages. Because Standard Knapp quality, performance and long life have won the acceptance of all industry it is a safe bet that almost any fine package comes in contact with one of our machines during its production.

Write for Catalog

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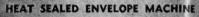
189 2nd St. SAN FRANCISCO





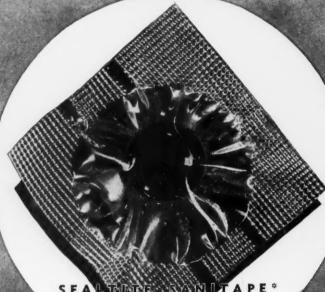


POWER CRIMPER & SEALER





TABLET FILLING MACHINE





SHIRT ENVELOPE MACHINE



placed before this organization are in competent hands. We are the originators of the Sealtite-Sanitape* method of unit wrapping, and designers and builders of special packaging machines. Our experience and facilities are at your service.

PRODUCTS PACKAGED SEALTITE-SANITAPE





CHEWING GUM





THE UNIQUE PHARMACEUTICAL PACKAGING SERVICE WHICH IS

The Ivers - Lee Company

215 CENTRAL AVE.

Sealtite-Sanitape is a method of wrapping each individual unit in its own air-tight, moisture-proof paper, cellulose, Pliofilm or fail pocket.



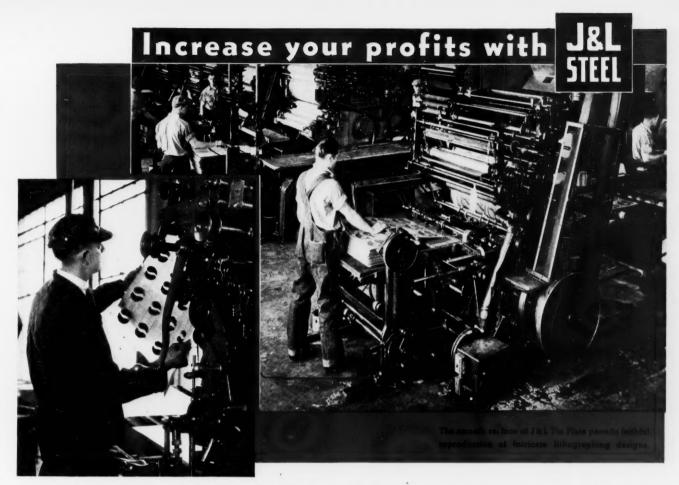
In providing an inviting gleam to her products Nature might
well have had in mind what we call "eye appeal". But manmade products just don't grow—they have to be manufactured
and—PACKAGED. And here is the virtue of lacquer. Lacquer steps
up lustre, heightening visual appeal. Lacquer protects against dirt
and grease, smoke and water and the other hazards a package
must face before it reaches the consumer. Investigate the advantages
of ZAPON paper lacquers. ZAPON offers the cooperation of its laboratories
in Stamford, Connecticut and North Chicago, Illinois.



Auguern Soles: LAPON 01VISION Atlas Ponder Company, Stanford, Com Western Sales: ZAPON BREVOLITE BIVISION Atlas Powder Company, North Chicago, II

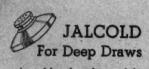






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... That means a better looking product—satisfied customers for you



A cold-reduced specialpurpose plate with unusual capacity for deepdrawing operations. Its increased ductility, flatness, uniformity to gage, fine lithographing quality, make it ideally suited as a standard material for many special container operations. J&L high quality Tin Plate assures excellent results in your lithographing operations. The smooth, clean surface of J&L Tin Plate brings out every detail of intricate design and beautiful color.

Designers and can manufacturers appreciate this plus feature of J&L Tin Plate. It gives maximum acceptance to the finished container, and helps your customers' sales.

J&L Tin Plate is made of the highest quality steel, specially selected and processed to meet your individual requirements. It is manufactured under strict metallurgical control, properly heattreated and uniformly tinned to protect your customers' products. It is uniformly true to gage . . . and has the smooth even surface so essential to good lithographing.

Many firms in the packaging industry find it pays to call on Jones & Laughlin for their tin plate needs. Specify and use high quality J&L Tin Plate for all your needs.

JONES & LAUGHLIN STEEL CORPORATION

PITTSBURGH. PENNSYLVANIA

NOW, AT LAST!



· GLASS AND PLASTIC MANUFACTURERS

and large users of containers will be licensed to install Anigraphic Machines and the Anigraphic Process in their own plants. Inquiries are invited.

A Perfected Method of Printing on Glass and Plastics.....

The Modern ANIGRAPHIC Process!

- Inexpensive
- Line or Halftone
- Permanent or Semi-Permanent
- One, Two, Three and Four Colors

The Anigraphic Process is a completely new method of decorating containers of glass and plastics—with attractive, rich color printing. Its possibilities in the display and packaging fields, as may be seen from the illustrations of actual containers here shown, are truly revolutionary. It is not a stancil operation, but a direct process, permitting sharpness of detail and smallest type.

See our exhibit at our effices or at Modern Peckaging Permanent Peckaging Exhibit, 428 4th Kvenue, New York,

ANIGRAPHIC PROCESS, Inc.

THE "WINN-AH"!

The William Jameson line of Irish-American Whisky, manufactured by Penn-Maryland Division of National Distillers Corporation, won first prize in the Glass Group in the 1936 All-America Package Competition.

Again Packomatic rides with the winner. The William Jameson cases are automatically glued and sealed with Packomatic case sealing equipment.

Hundreds of leading manufacturers choose Packomatic equipment because of its simplicity, flexibility and sturdy dependable construction.



The William Jameson, Irish-American Whisky bottles shown here are brown, with steel engraved brown and white labels, and gold seal and gold closure.



LEFT—Six PACKOMATIC Case Sealing Machines emphasize the efficiency of the Blending and Bottling plant of the National Distillers Corp. at Carthage, Ohio.

Write - Wire - or Phone for a Packomatic Engineer - No Obligations



PACKAGING MACHINERY



HER

B

Mo

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

CHICAGO SAN FRANCISCO NEW YORK SEATTLE -BRANCH OFFICES-CLEVELAND NEW ORLEANS

ST. LOUIS SAN ANTONIO

LOS ANGELES DENVER

TOWELS BY CANNON

BRONZE AWARD /





PRIZE-WINNING, SALES-TRIPLING PACKAGE

BOXES of all kinds tailor-made to order to duplicate your present designs or what we may suggest to you.

Folding boxes, set-up boxes, window boxes, corrugated shipping containers, etc.—if it's a box of any nature, size, shape or design we can make it, and furnish in unlimited quantities at prices that "will satisfy"

• COUNTER AND WINDOW DISPLAYS, TOO • May we figure on your requirements?

The Cannon Mills Bon Bon Box won the All-American Competition Bronze Award in the Set-up Paper Box classification wherein thousands of packages were entered. And this award was one of the few out of 12,000 entries. ¶ This novel box that tripled sales was produced by "Old Dominion".

Let Us Tell You About Our "CO-ORDINATED PACKAGING" and Designing Service ...

F you have several products we can coordinate your packaging and packages to give them all a distinctive family appearance whereby each will have a resemblance and an immediate identity. This will help to increase sales of your other products. Also with this "Matched Packaging", we can frequently effect economies in production.

Or if yours is a single box or package, our Designing Department can suggest an outstanding, sales-winning container for your consideration.

Let us design a package for you that will win the award of increased sales—a box with an "instantaneous appeal"—which will impel—tell and sell. No obligation, other than that on our part to give your inquiry our heartfelt interest and diligent attention.

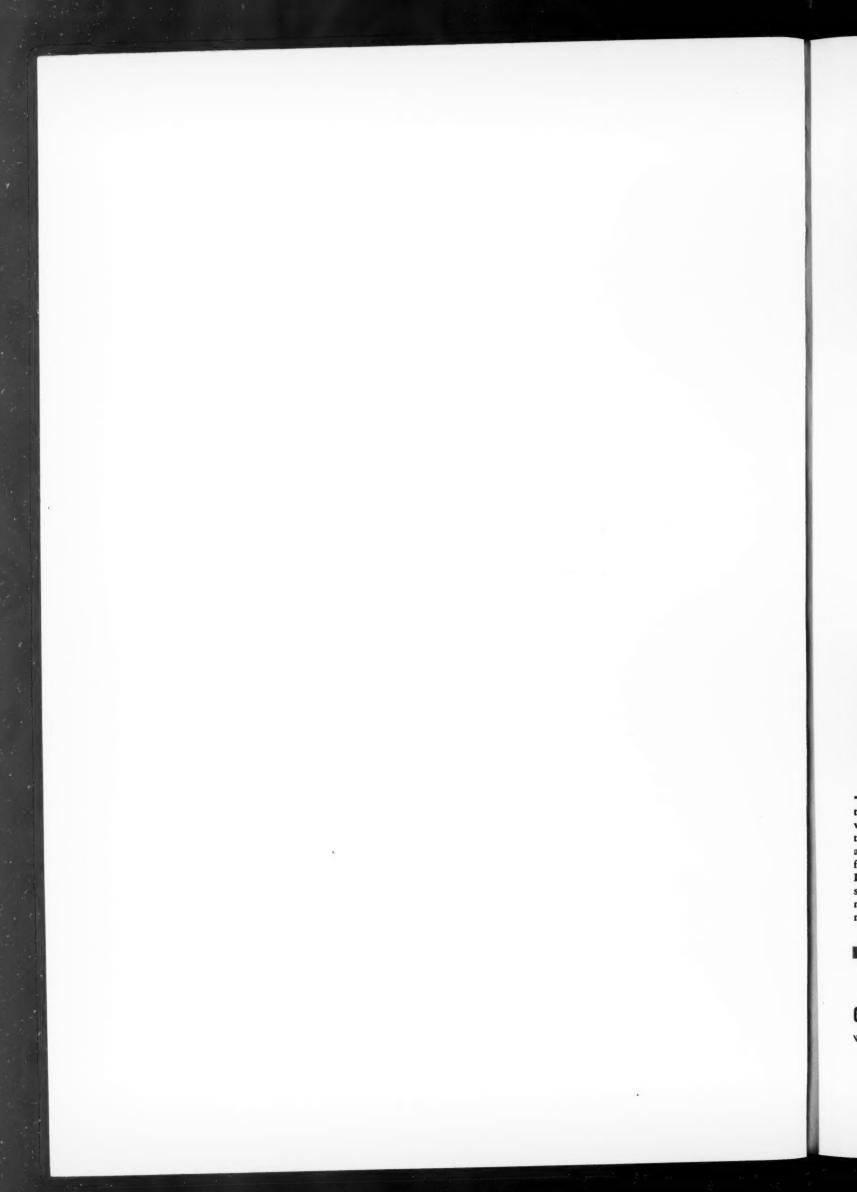


LYNCHBURG, VIRGINIA

BOX CO.INC

Martinsville, Va.

Winston-Salem, N. C





NOT so good where labels are concerned, it's true... but a very necessary feature in a one piece vacuum cap.

CCS One Piece Vacuum Caps have just that kind of liner. It is an exclusive CCS development, entirely different from ordinary rubber compounds because it carries its own lubricant throughout its body. This lubricant constantly flows to the surface, preventing the liner from sticking to glass, even when the container is subjected to sterilizing temperatures.

The exclusive Vulcanized Rubber Ring Liner gives CCS Vacuum Caps greater sealing efficiency and longer life. They seal hermetically, thus assuring lasting vacuum...yet CCS Vacuum Caps are always easy for consumers to remove because the Special Rubber Ring Liner does not adhere to the glass.



BETTER SEALING FOR YOUR PRODUCT



... AND FOR COFFEE, TOO

there is a special one piece vacuum cap. The secret is in the special lining compound—a new laboratory development for coffee, exclusive with CCS. It is not recommended for preserves, peanut butter or mayonnaise... but for coffee there is nothing to compare with it.

CROWN CORK & SEAL COMPANY . BALTIMORE, MD.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS

GOLD Camerica 19





One of the U.S. Filling and Washing machine units on the William Jameson production line—winners of the First Award. There are hundreds of U.S. machines in use in the Liquor industry alone.

A U. S. Straight Line Vacuum Filler is used on the Alcolo line. This Second Award Winner in the 1936 All America Competition is one of many hundreds of drug store products filled on U. S. machines.

U.S. BOTTLERS MACHINERY CO.

4030 North Rockwell Street

Offices in all principal cities

Chicago, Illinois

Eve

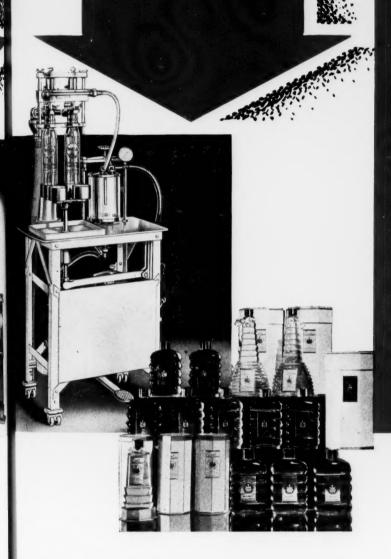
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Imerica Winners



And U.S. Bottlers

Machines are used

on all THREE!

Every filling operation on the Castilian line is performed by the U. S. semi-automatic Hand Vacuum Filler. This firm is but one of the many hundreds of users operating one or more of these machines.

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U.S. BOTTLERS MACHINERY CO.

4030 North Rockwell Street

Offices in all principal cities

Chicago, Illinois



Of course we're proud that this MILPRINT-designed visible package placed first in the All American Package Competition.

But . . . we are proud, too, of this letter from Albert Goetze,

Inc., for whom the package was designed to do the remarkable selling job it has accomplished.

Pioneers in the field of Package Designing, MILPRINT has acquired a rich background of experience second to none.

A staff of creative specialists . . . three completely modern

plants . . . are at your disposal . . . ready to give counsel and help you with your merchandising problems.

A COMPLETE SERVICE—Bags, Transparent and Paper; MILPRINT "REVELATION" Bread Wrappers; Printed "Cellophane" and Glassine Wrapping Material; Rotogravure, Lithography, Displays and Window Cartons.

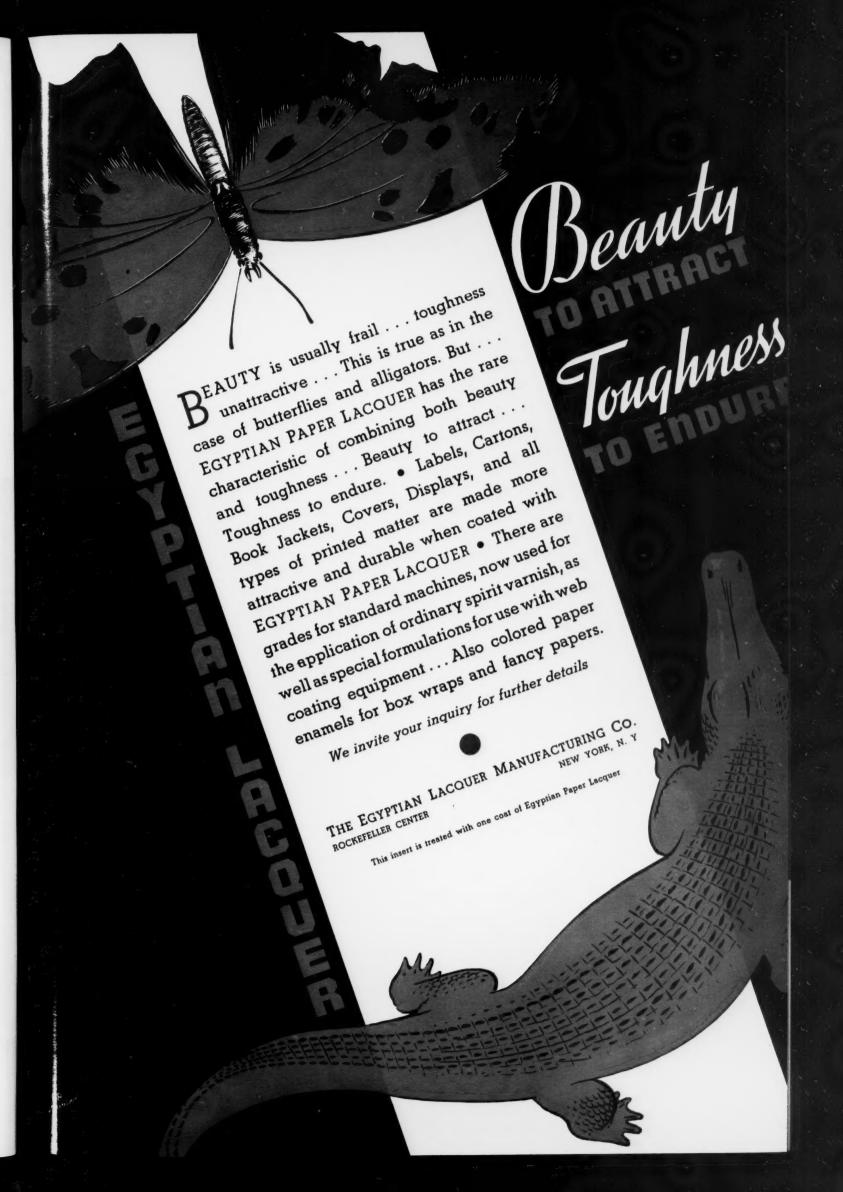
WRITE TODAY FOR SAMPLES AND FURTHER INFORMATION ADDRESS PLANT NEAREST YOU

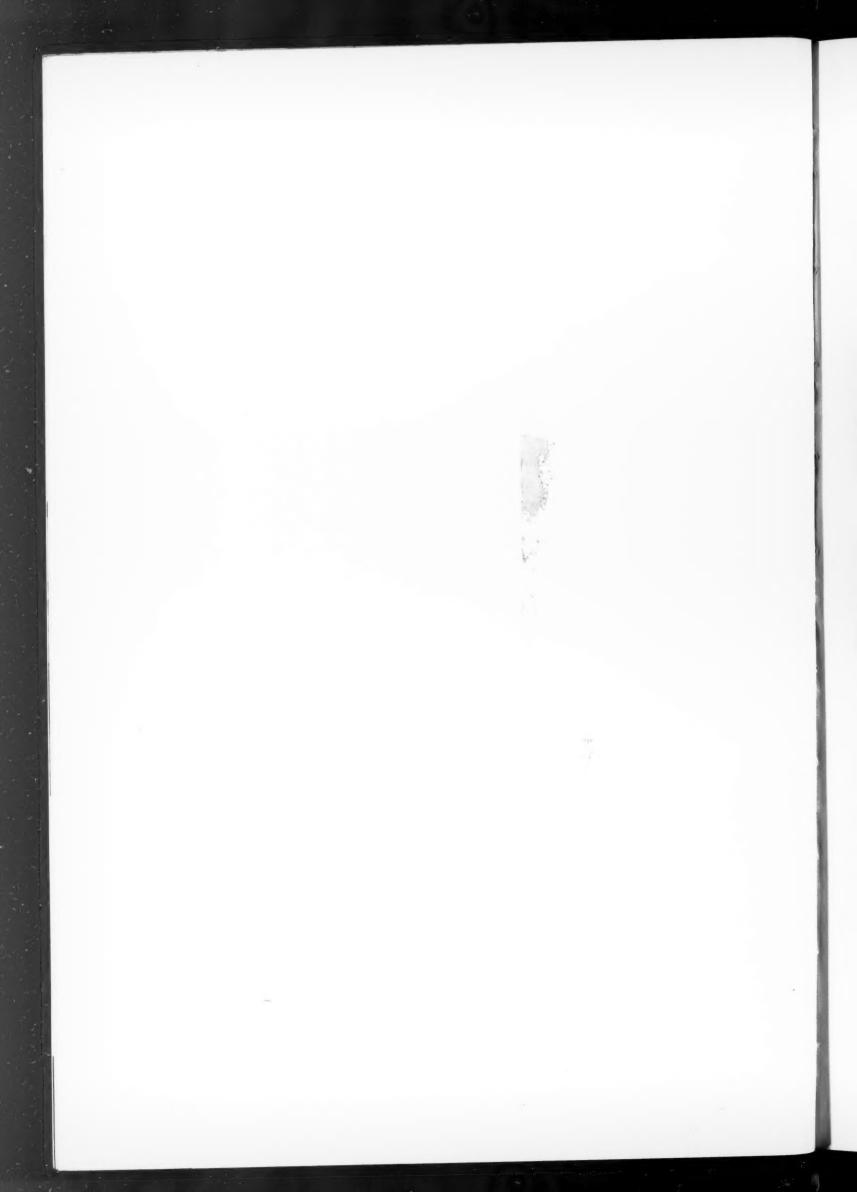
MII PRINT

INCORPORATED

MILWAUKEE PHILADELPHIA • LOS ANGELES

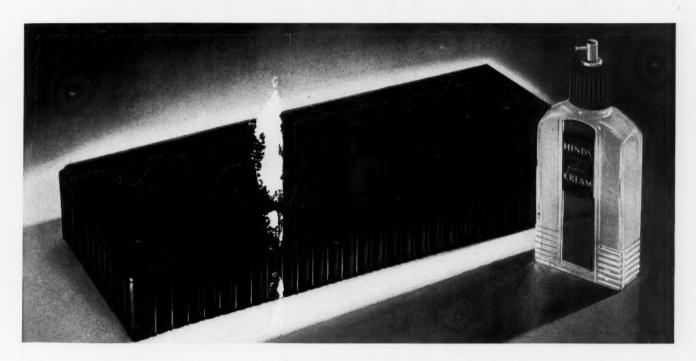
THE NATION'S FIRST "CELLUPHANE" PRINTERS







Bakelite Molded Packaging Wins Two 1936 Awards



HERE IS specific evidence of the versatility of Bakelite Molded for better packaging of varied types. In two different classifications of th 1936 Packaging Competition, packages made with Bakelite Molded were voted outstandingly effective by the Jury of Awards.

In the Closure Class, the Hinds Honey and Almond Cream applicator top, formed from Bakelite Molded, was awarded the gold award for highest honors. In the Plastics Group, the Remington Carving Set, packaged in a Bakelite Molded box designed by John Vassos, won the bronze award as one of the three best designs among bundreds of meritorious entries.

The use of Bakelite Molded contributed in no small measure to both the beauty and the utility of these prize-winning packages. The attractive colors, fine surface texture and rich lustre of this material furnish inherent beauty. Its ready adaptability to accurate reproduction of irregular shapes aids the

practical side of designing. Its strength, wear-resistance and allround durability make it unusually serviceable.

Manufacturers interested in the development of packages with exceptional utility and eye-value are invited to write for our new 52-page book 8C,"A Guide to Modern Packaging with Bakelite Materials.

See the Bakelite Exhibit, Booth 106, Packaging Exposition, Hotel Pennsylvania, March 23 to 26.

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y. BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada



THE MATERIAL OF A THOUSAND USES



Anchor Caps

The most complete line of closures in the world is something more than a boast. It is your assurance that in the Anchor line you will find exactly the right closure for your particular purpose . . . right in seal-

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ing and production efficiency... right in appearance and convenience... and right in price. Many of the Anchor closures have proved their worth for over a quarter of a century. Some are more recent introductions to the Anchor line... answering the constantly expanding packaging demands of modern industry. But no closure may bear the name Anchor until it has passed the most rigid tests under actual production conditions. If you haven't recently seen the entire Anchor line, may we suggest that you ask to have an Anchor representative call on you. He may be able to show you how you may do a better or more economical sealing job. ANCHOR CAP CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.



Capstan Glass

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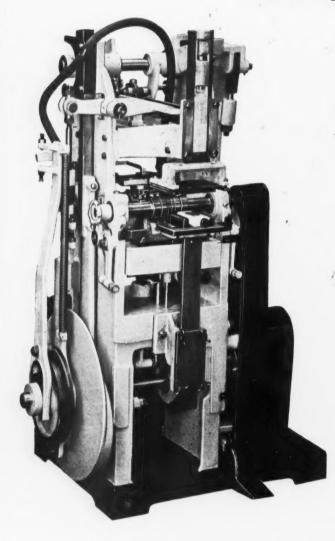
JRE

The virtues of glass, most modern and sales-appealing of all packaging materials, are proudly exemplified in Capstan's complete and attractive line of containers . . . a size and shape and design for every type of

glass-packed product, for every sort of merchandising appeal or package appearance. Here at Capstan, craftsman-ship, fine materials, the latest types of glassmaking machinery, together with a long-standing tradition for quality ... all combine to produce the finest of commercial glass containers, dependable in quality, accurate in capacity and finish, sparklingly clear in color. Our modern plants—equipped throughout with electric annealing lehrs for insuring uniform and sturdy containers—plus the forward-looking Capstan organization makes Capstan a happy choice as your source for glass containers. CAPSTAN GLASS COMPANY, Cennellsville, Pa. Associate Company: SALEM GLASS WORKS. Branch offices in all principal cities.

Labeling Problems VANISH

when you install a



- PERFECT REGISTER
- NO GLUE SEEPAGE (no wiping of bottles)
- "PETTY-CASH" CHANGE PARTS
- AUTOMATIC CLEANING FEATURE
- VARIABLE SPEED CONTROL
- HAND-FEED OR FULLY AUTOMATIC
- HANDLES PAPER OR METAL labels or seals-embossed or plain
- ANY SHAPE LABEL
- LABELS FLAT, RECESSED, CONVEX OR CONCAVE SURFACES
- NEEDS NO SKILLED LABOR
- * The fastest-selling machine in seven industries!

There's the whole story-ELEVEN unbeatable, undeniable features that warrant immediate investigation from ALL production executives write for details!

NEW JERSEY MACHINE CORPN.



1540 Willow Avenue Hoboken, N. J.

Chicago—549 W. Washington Blvd. Canada—R. S. Gold, 166 Adelaide St., W. Toronto

Los Angeles L. H. Butcher Co.

SEE THE PONIES AT THE **PACKAGING SHOW**

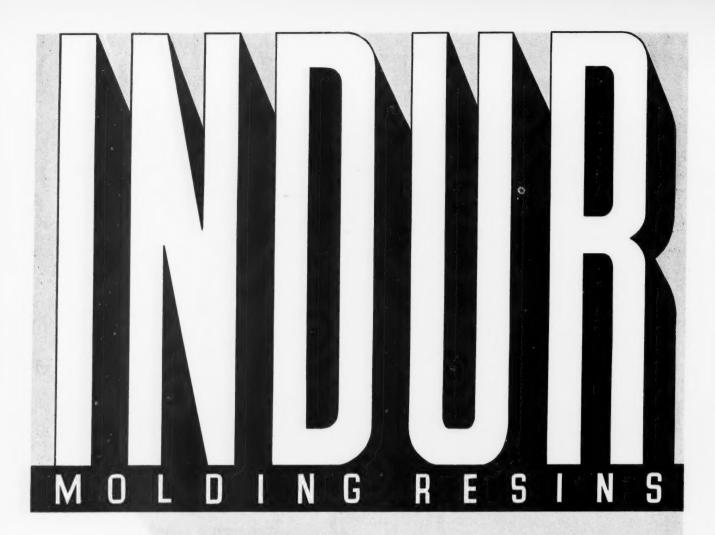




Fit to set before a King

We who are engaged in the creation and design of unusual BOX TOPS and WRAPPERS find almost limitless the sources of rare, suitable designs. The motif reproduced on this insert in Gold Embossed treatment is a reproduction of table plate bearing finest porcelain. It is at once associated with quality, becomes a fitting "front" for the product of outstanding quality. We welcome an opportunity to work with you on your problems. Our experience as specialists in this field will prove helpful in saving you both time and expense. May we serve you?

RICHARD · M · KRAUSE · INC
52 EAST 19TH STREET · NEW YORK



☆ D U R A B I L I T Y

Molded products executed in

In-Dur Resins exhibit those
qualities sought by all critical
producers. Coupled with mechanical
strength, In-Dur Molding Resins present exceptional resistance to alkalies,
acids and other destructive agents. Furnished in a wide range of color, including the richest black, they permit free play
in the execution of any artistic motif. In-Dur
is the means to satisfaction in molded products.



☆ B E A U T Y



TAR & CHEMICAL CORPORATION

MERCHANTS BANK BUILDING INDIANAPOLIS 500 FIFTH AVENUE, NEW YORK 2513 S. DAMEN AVE., CHICAGO



For the Fine Art of Package Appeal

STAINLESS METAL FOILS

GOLD, SILVER, COPPER and GUN METAL

COLORS, Mat and Bright, Plain and Embossed,
Pregummed, Boards and Duplex
in Rolls and Sheets

NON-TARNISHING NON-CORRODING MOISTURE PROOF



(6 COLORS)

IN ROLLS 26" × 278"

JAPANESE WOOD VENEER

REAL

(13 COLORS)

IN SHEETS 20" × 30"

FRENCH WOOD EFFECT PAPERS

(3 COLORS)

IN ROLLS 26" × 278"

From a selection of **Imported** and **Domestic Papers** ranging from the lightest TISSUES to heavy CARD stocks and including material for BOX WRAPS, DISPLAYS CARDS, LABELS, FOLDERS, CATALOGS and similar forms of SALES AIDS.



Carried in Stock by

JAPAN PAPER COMPANY

Established 1901

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453 WASHINGTON STREET, BOSTON

Further Samples and Prices on Request—Full Size Sheets Furnished for Dummy Purposes

FIRST PRIZE SHIPPING CONTAINERS ARE WIRE STITCHED!

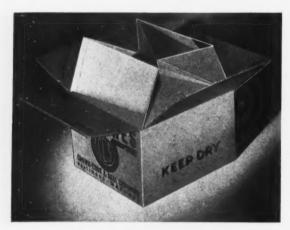
IN 1935

This WIRE STITCHED Gaylord-Bliss Delivery Box for Bottled Beverages was awarded FIRST PRIZE in the Shipping Container Division at the All-America Packaging Contest.

Over 100 brewers are now using this or similar Fibre Containers for store and house-to-house delivery.



GAYLORD-BLISS BEER DELIVERY BOX FIRST AWARD-1935



SHIPPING CONTAINER FOR BOTTLE CAPS FIRST AWARD—1937

IN 1937

This WIRE STITCHED Container, by Container Corporation, for shipping bottle caps was awarded FIRST PRIZE in the Shipping Container Division at the All-America Packaging Contest.

The manufacturer's seam is stitched with double row of stitches and bottom is wire stitched.

THE BLISS HEAVY DUTY BOX STITCHER

Stitches all grades and thicknesses of corrugated and solid fibre board used for shipping containers. It will form and drive as many as 400 stitches per minute. Its quick action is an important feature in assuring maximum production. Machine is strongly built and will render many years of service in continuous, steady production.

Ask for new literature. It describes the wide variety of stitching done on this machine in addition to the regular line of boxes and shipping containers.

Our Engineers will be glad to tell you why manufacturers are shipping their products in Wire Stitched Containers.



BLISS HEAVY DUTY BOX STITCHER

DEXTER FOLDER COMPANY

Bliss, Latham, and Boston Wire Stitching Machinery for All Types of Fibre Containers

28 WEST 23rd STREET, NEW YORK, N. Y.

CHICAGO 117 W. Harrison St. PHILADELPHIA
5th and Chestnut Sts.

BOSTON

Visit our Booth [No. 409] at the Packaging Exposition, Hotel Pennsylvania, March 23-26.

CINCINNATI 3441 St. Johns Place

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SAN FRANCISCO LOS ANGELES-SEATTLE H. W. Brintnall Co.

MODERN PACKAGING





SYLPHRAP

Quality's Best Attive



YLPHRAP, the modern transparent wrap, has set a new and higher standard for packaging. It not only fully protects the product it wraps, but it contributes to its quality appearance, and displays it in a clear, distinctive manner, so as to eatch the eye.

The use of SYLPHRAP will add new interest, new conviction to your packages, and will result in increased sales.

SYLPHRAP is made in sheets and rolls, greaseproof and moistureproof, in clear colorless and twelve brilliant colors. It is furnished by our converters in bags, envelopes, cigar tubes, window cartons, resale rolls, in printed wraps, ribbons, cord and many other items.

1sk for color chart with price list and a list of our converters.

SYLVANIA INDUSTRIAL CORPORATION Executive and Soles Offices: 192 Ed 32nd Street, New York

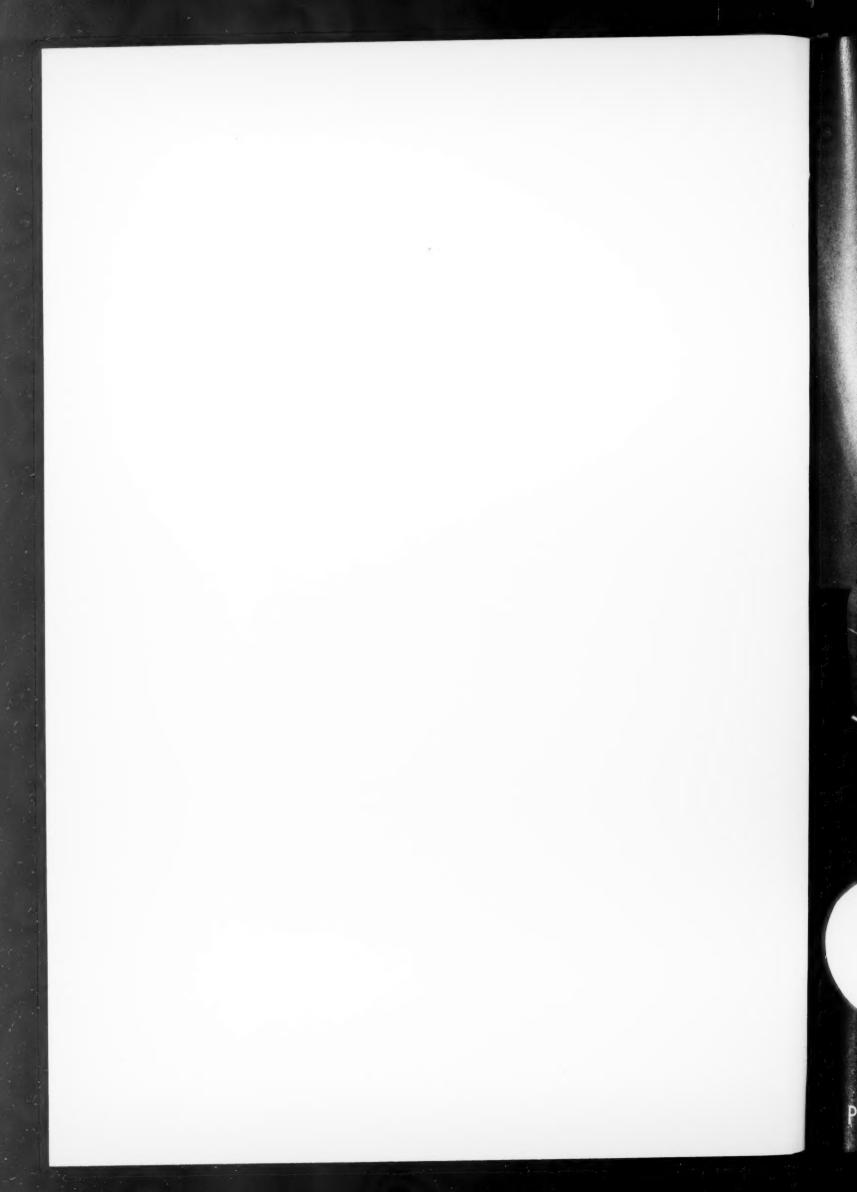
BRANCH SALES OFFICES 120 Marietta Street, Atlanta, Ga. 201 Devonshire Street, Boston, Mass.

427 W. Randolph Street, Chicago. III. 260 S. Broad Street, Philadelphia, Pa.



PACIFIC COAST Blake. Moffitt & Towne Offices and Warehouses in Principal Cities CANADA

Victoria Paper and Twine Co., Ltd. Toronto and Montreal



DILLION OF ESTS

Dece 1896



Rare wood grains and figures are flawlessly reproduced on Pilliod re-used containers. Costly in appearance yet low priced.

PILLIOD CABINET COMPANY . SWANTON, OHIO

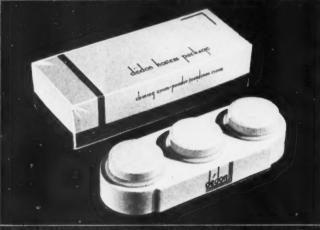
Prizes to Packages



THE PRIZE ITSELF—Awarded to the winners in the 1936 All-America Package Competition.



GOLD AWARD—Transparent Rigid Cellulose Container Group.
Material: Protectoid. User: South Bend Bait Co.



GOLD AWARD—Plastics Group. Material: Transparent outside wrap Protectoid. User: Dedon Laboratories.

PROFIECTORD

Transparent

PACKAGING MATERIAL

Coincidence turns many a trick—yet we feel that coincidence could never account for Protectoid packages winning the gold, silver, and bronze awards you see here. Presented by Modern Packaging Magazine, these prizes were won fairly and squarely on a basis of honest merit. Protectoid is proud to share honors with the designers, builders, and merchandisers of the winning packages.

Protectoid gives you a chance to build a better package because it allows the product itself to exert the full power of its sales appeal—at all times! With Protectoid, you have complete visibility and the added attraction of absolutely grainless transparency. And you never have splits, tears, wrinkles or discolorations! Protectoid packages retain their youth and their good appearance indefinitely. They always look as new and fresh as the day they leave the factory!

Protectoid is eminently suitable for all transparent packaging applications—rigid and flexible. It is available in thicknesses from 88 hundred-thousandths of an inch (.00088") to as thick as required.

IF YOU ARE WORKING ON
A TRANSPARENT PACKAGE.

... and still more prizes!

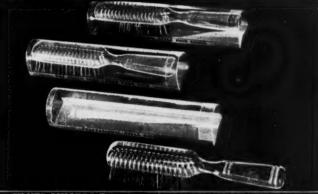
No coincidence either is the fact that Protectoid packages won the special Wolf Retailer award for the best packages developed during 1936 for use in the department store field.

For department stores, Protectoid packages are ideal. Neither the dryness of stock rooms nor the parching heat of window displays can rob Protectoid of its strength and flexibility. Extremes of temperature and humidity just can't affect its beauty!

- · Protectoid does not shrink or stretch.
- It does not dry out with age.
- · It does not wrinkle or discolor.
- It is water-proof and grease-proof, and is not affected by humidity or temperature changes.
- It cements easily and firmly (actually a weld).
- It has a perfect surface for multicolor printing.

We will be glad to answer any inquiry by mail, or send you a 16-page booklet giving you the factual data on Protectoid. Celluloid Corporation, 10 E. 40th Street, New York City. Sole Producer of Celluloid, Lumarith, and Protectoid (Trademarks Reg. U.S. Pat. Off.)





SILVER AWARD—Transparent Rigid Cellulose Container Group, Material: Protectoid. User: Henry L. Hughes Co. Printer: L. A. Liebs.



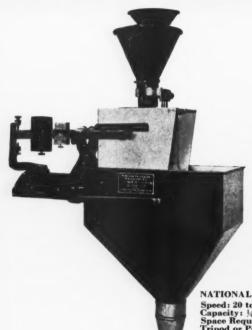
SILVER AWARD—Transparent Wrapping Group. Material: Protectoid. User: John H. Mulholand Corp. Designer: Nashua Gummed & Coated Paper Co. Box: Russel Box Co.



BRONZE AWARD—Folding Carton Group. Material: Protectoid. User: Biltmore Mfg. Co. Designer: Richardson Taylor Globe Corp.



PRIZE WINNER incompetition held by the National Retail Dry Goods Association. Full transparent semi-rigid wrap of Protectoid. Package produced by National Cellulose Corp. for R. H. Macy & Co., Inc.



LET'S GET TOGETHER AT THE PACKAGING EXPOSITION!

No matter what your requirements are we can supply you with semi- or fully automatic net and gross weighers to handle free flowing or non-free flowing materials in any style or size of container. Or, we can supply equipment to produce the package from start to finish.

NATIONAL MODEL GE SCOTT NET WEIGHER Speed: 20 to 35 per minute [gravity operated] Capacity: ¼ lb. to 3 lbs. Space Required: 1½ wide by 2½ ft. long Tripod or Pipe mounting optional Power feeders are required for handling nonfree flowing materials.

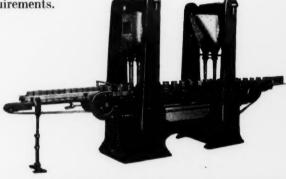
Check the data below each of the machines. Note the high speed, the low operating costs and the wide variety of sizes and weights that can be handled. Long life, high performance and unfailing accuracy are built into every machine. Semi Automatic Bond machines may be equipped for weighing, packing or volume filling. Fully automatic machines can be equipped for weighing, volume filling or both. There is a proper model for your particular requirements.



NATIONAL MODEL MH BOND GROSS WEIGHER Speed: 10 to 50 per minute. Semi-Automatic. Operator: One. Adjustable for packages 8 inches square or round and up to 14 inches high.



Speed: 10 to 30 per minute. Semi-Automatic Operator: One. Adjustable for packages 8 inches square or round and up to 14 inches high.



NATIONAL MODEL MN BOND GROSS WEIGHER Speed: 50 to 120 per minute. Fully Automatic Operators required: None Adjustable for packages up to 5 inches long by 3½ inches wide and up to 10 inches high. Automatically divides containers into two lines and assembles filled ones into one line.

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

NATIONAL PACKAGING MACHINERY CO.

459 Watertown Street, Newtonville, Mass.

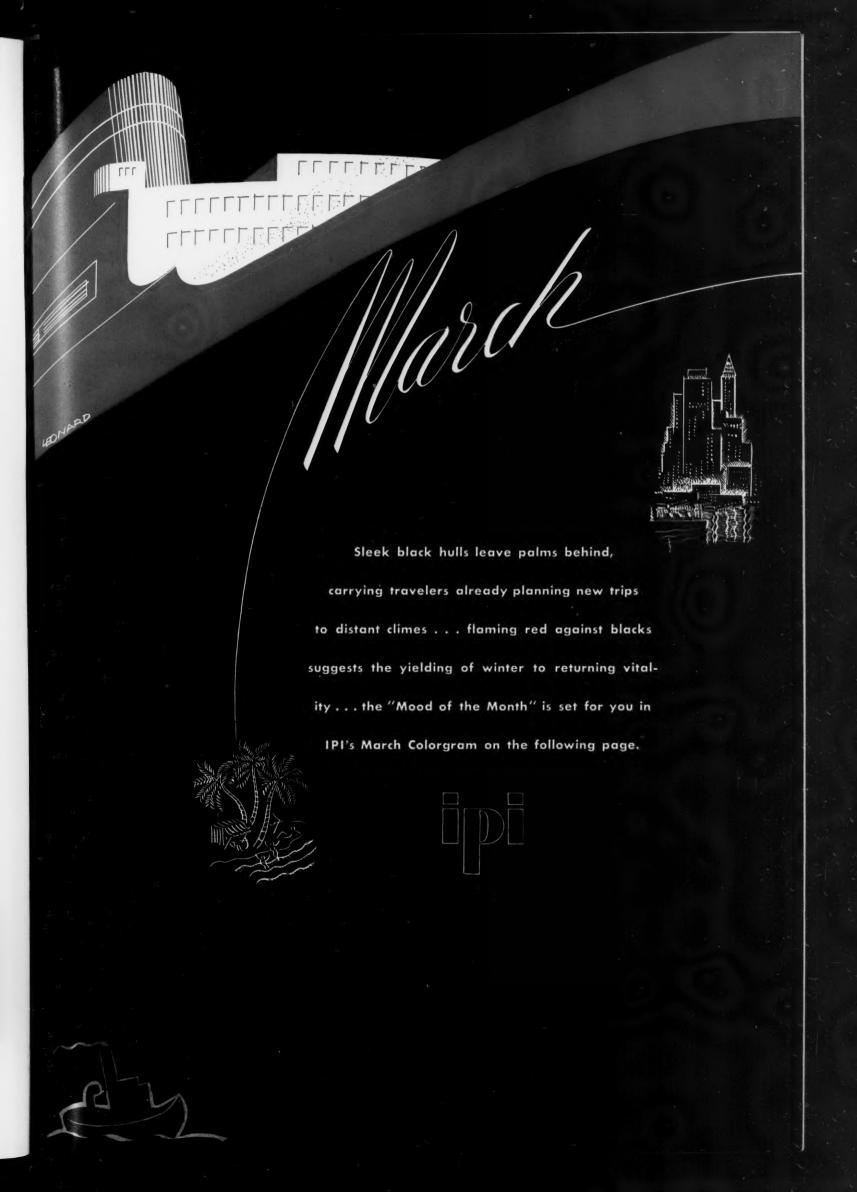
Branch Offices

WYORK . CLEVELAND

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LONDON, ENGLAND



Research Has Developed

FOUR BLACKS

to Simplify Your Letterpress Ink Problems

These four blacks were developed in IPI's Research Laboratories and thoroughly tested in printshops, large and small. They simplify your letterpress ink problems and help achieve better printed results. Each has been specially formulated to meet the requirements of one particular type of letterpress printing. Which one will bring you money-saving advantages NOW? Use the right black for each job:



Web-press printers have found that instant-drying Vaporin brings them flat-bed quality printing at high speeds. Progressive magazines are taking advantage of the clearer, finer printing Vaporin makes possible.



SPEED-LIMIT

Speed-limit Black brings commercial printers a dependable, smooth-running halftone black carefully formulated to meet the requirements of the cylinder-press field. It was selected by IPI branches as being the most popular of IPI's moderately-priced cylinder blacks.

HOLDFAST



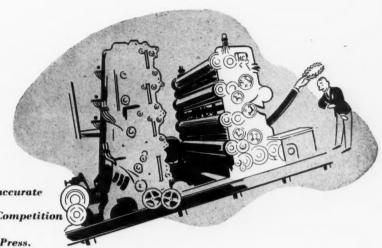
Brand new, Holdfast is being enthusiastically accepted by printers for flat-bed applications. More scratchproof and rubproof than other inks, Holdfast dries rapidly without heat. New ingredients give Holdfast properties which assure a cleaner, sharper print.

Everyday

Everyday is an all-around job black which we recently introduced. It is already very popular with printers. Sold in handy-to-use tubes, Everyday eliminates skinning losses. More than a pound in each tube. Economically priced.

Printers who keep ahead of competition say it pays to "keep in touch with IPI." Let the developments of our research laboratories work for you. Use these new blacks; they can mean pleased customers and greater profits for you. A representative from the nearest IPI branch will be glad to help you choose the right black for your needs. The International Printing Ink Corporation. Branches in twenty-seven cities.

THE IPI "COLORGRAM" FOR MARCH—The design on the other side is one of a series by Robert Leonard, planned to express the color mood of the month and to show the behavior of colors and inks under certain conditions. This insert uses five blacks and a red and illustrates that "black" may mean many different things. The sky and the water are printed in a blue-toned black; the band above the water is a dull black; the band above that is in a red-toned black; the band above that is in a neutral black; and the band with the word "March" and the circle carrying the type is in a popular semi-gloss black. Yet each one of these, by itself, would be called just "black." Notice how the imprinting of one black over the other gives a high gloss surrounding the IPI in the circle. The color of the ferryboat is obtained simply by a screen of blue-black over the solid red. In selecting a black, it is important to specify the purpose for which it is to be used. There is a black for every printing problem, as explained above. The inserts were printed on two-color flat-bed presses, on 100-lb. coated stock from line and Ben Day engravings. The sheet passed through the presses three times, using split fountains so that each of four inserts, printed at one time, received six color impressions.



To handle tricky stocks with accurate rendition

And win the A. A. Package Competition
In 1938, you'll need finesse—
So buy yourself a "3 Point" Press.

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v itself, vboat is

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avings.

For three reasons. * Whether it's laying a thin film on transparent cellulose or plastering what almost amounts to poster paint on a cardboard box, you can expect proper distribution of ink with a Kidder "3 Point" Press. * Regulation is easier and more accurate because of certain patented conveniences Kidder has put in there to take the place of rule-of-thumb.

Controlling the paper is Point Two. ★ Take last year's winner — The Fels Naptha Soap Chips wrap. ★ Control over the paper had to be right on the nose — the slightest variation would have shown up. ★ Register of colors and paper marks a careful printing job — divorced from the human element by special control units on Kidder Presses.

Accuracy of the impression gives a good design *character*. Loss of values between plate and paper would defeat the best intentions of a prize-seeking converter . . . to say nothing of losing sales snap on the store counter. The fact that "3 Point" Presses are also used for printing parts of FORTUNE, NATIONAL GEOGRAPHIC, VOGUE, HARPER'S BAZAAR, etc., . . . is your clue on this point.

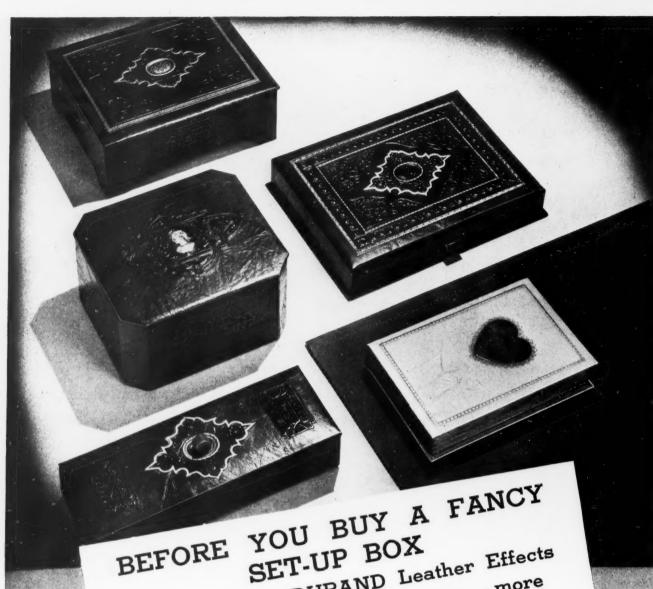
"3 Point" Presses (multi-color web presses, all-size adjustables, bronzers, a new offset press, etc.) turn out 90% of all wax bread wrappers, 60% of all vegetable parchment, 60% of all bronzed work, and 20% of all transparent cellulose. If you have a determination to do better wrapper, label, or carton printing at lower cost, put it in a letter and —

Send it to KIDDER



Address U. P. M.—Kidder Press Co., main offices at Dover, N. H. Also: Chrysler Building, N. Y., Fisher Building, Chicago, Ill. In Canada: Toronto. On Pacific Coast: Harry W. Brintnall Co.

6912



INVESTIGATE DURAND Leather Effects infinitely richer -- more attractive -- more

Many manufacturers spend sums for ordinary fancy set-up boxes that would purchase far more beautiful Durand embossed leather simulations. Before you burana empossed leatner simulations. Before you buy a paper box—or any box—learn more about the sales records established by Durand creations.

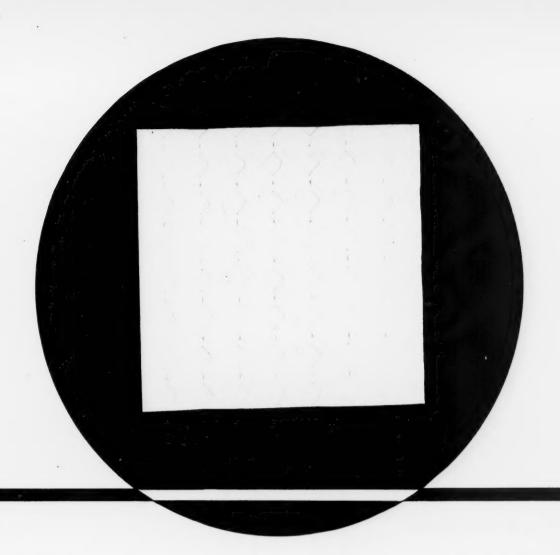
Our designing department will gladly work with you Our designing department will gladly work with you or your designers in planning a new package, re-use container or kit.

Write for full details and samples of leatherette embossing.

DURAND MANUFACTURING COMPANY

Embossed Leatherette Products

231 South Green Street, Chicago, Ill. - 225 Fifth Avenue, New York City



Announcing "PADSIT"

THE PADDING OF EXCELLENCE

A new padding and protective paper, light in weight, with exceptional bulk and attractiveness. Available in full range of colors. Ideal as a wrapper, lining, partition, or layer to protect delicate merchandise against damage. There are a thousand uses for this new product whose padding qualities and beauty enhance the value of any product with which it is used.

May we send samples to your specific requirements?

Other SWEETONE Products

Padocel Packing: Padocel Bags: Box Dividers: Glassine: Waxed Papers: Globular Parchment: Beverage Mats: Layer Cards: Tissues Special Wrappings: Corrugated Parchment: Waxed Layer Embossed Papers: Shredded Papers and Board: Box Partitions: Box Linings: FLOSSINE The Candy Mat Supreme.

GEORGE H. SWEETNAM, INC.

Specialists in the Packaging Field 282-288 PORTLAND ST. CAMBRIDGE, MASS.



It is possible to make a package so spectacular that all eyes are stopped by it. But then what?

Our designers have mastered, not only the art of stopping potential customers, but the much more difficult art of designing seals that both stop and sell!

Remember, there must be a "best" in every field. And in our field that best is consistently found to be Tablet & Ticket Perfect-O-Cut Embossed' Foil Seals and Labels.



te

T cle wi

po Sco

The TABLET & TICK

1019-M WEST ADAMS STREET, CHICAGO, ILLINOIS

115 EAST 23rd STREET NEW YORK

407 SANSOME STREET SAN FRANCISCO

Scovill takes a Bow

.. AS CLIENTS WIN PRIZES!



A gold award

Scovill salutes the winners in the Annual All-American Package Competition! Two of these are Scovill customers.

To A. S. Hinds Company — congratulations on an outstanding gold-prize-winning packaging job for their Hind's Honey and Almond Cream (illustrated above). Practical in use, attractive in appearance and well merchandised, it met immediate success with the public. The dispensing closure — so important to the success of the promotion — was Scovill made.

With but a slight modification the standard plastic closure used in the past was employed in the new combination. The dispensing unit was designed and built to function with it. Newly developed aluminum alloys were used on some parts. Modern fabricating technique was used by Scovill throughout production. The successful development and manufacture of this closure are another example of what Scovill can do—with customer co-operation.

Well designed, successfully executed and worthy of an All-American award are the Castilian Products Corporation packages illustrated at right. Here, again, a Scovill product helped the customer toward his goal! Scovill's "unique" one-piece concealed thread closures are used on all three packages illustrated. Finished in polished brass, the closure sets off the container and adds a bright touch of smartness. In addition, users will find the closure a smooth-turning and tight-sealing cap.



A bronze medal - a successful package

To both A. S. Hinds Co. of Bloomfield, N. J., and Castilian Products Corporation of Hollywood, Scovill extends congratulations for jobs well done and appreciates the part it has been able to play in helping them with their packaging problems.

Scovill may also be of assistance to you on your metal closure or container requirements. A letter to the Scovill Drug and Cosmetic Container Division, outlining the problem, will bring you a prompt reply — may solve your difficulty.

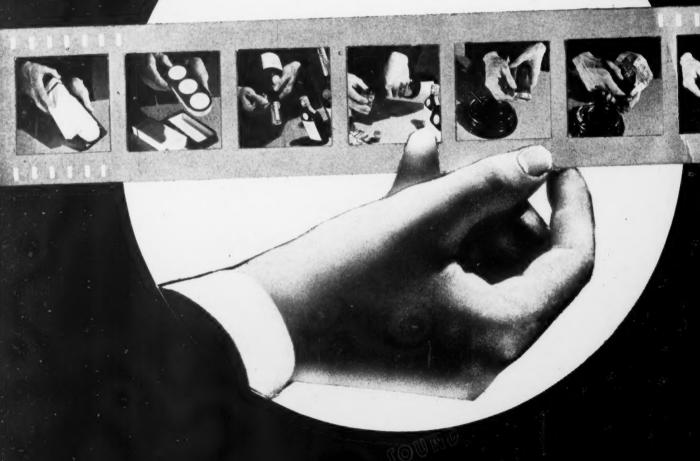
S C O V I L L

MANUFACTURING COMPANY

Drug and Cosmetic Container & Closure Division

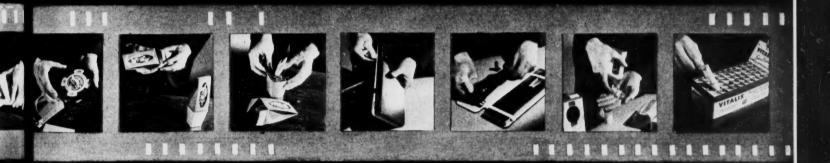
43 MILL STREET • WATERBURY, CONNECTICUT
Boston Providence New York Philadelphia Atlanta Syracuse
Pittsburgh Detroit Chicago Cincinnati San Francisco
Los Angeles • IN CANADA: 334 King Street, East, Toronto, Ontario

AMIRACLE OF THE MIRACLE



SOUND

MODERN MERCHANDISING



A full color, sound picture of feature length on the development of the packaging and display industries as exemplified by the 1936 All-America Package Competition. Available for exhibition before schools, advertising clubs and similar organizations, subject to time and schedule limitations. Requests for this film should be made at the earliest possible date to secure an early showing. Address inquiries to Modern Packaging, 425 Fourth Ave., New York City.



AS YOU NEED THEM, SAYS M.E. METHOD

With better business crowding many a plant to capacity—and labor troubles shutting down some overnight—it's not unusual for box deliveries to be held up. But... when lack of boxes throws your own production out of kilter, it's annoying and possibly costly.

There's a sure preventive for such situations—installing the Metal Edge Packaging Method and assembling your own paper boxes! Not only will you have them when needed but they'll be better and stronger boxes... and, everything considered, probably cost you less than ordinary boxes you are now using.

Prominent concerns in 77 different industries find Metal Edge packaging more convenient and profitable. Would you? It will cost nothing to find out. Write for a copy of "Profitable Packages" which describes "the packaging method that's engineered to fit your business."



used by American Radiator

NATIONAL METAL EDGE BOX COMPANY

334 N. 12th STREET, PHILADELPHIA

METAL EDGE...STRONGEST PAPER BOX



No More Worlds to Conquer?

OVER 2000 years ago, Alexander the Great wept because he had no more worlds to conquer.

But times have changed and even Alexander — if he were with us today — could dry his tears and find many fields for his tremendous energy other than adding "geography" to the Greek Empire.

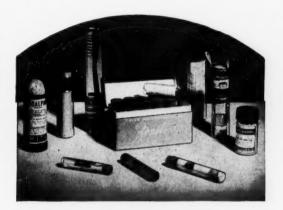
The thirst for conquest is powerfully alive in the world of sales and merchan-

dising. Clever sampling campaigns and attractive packaging are the modern conquerors of markets. And Kimble Glass Vials today are the crystal carriers that have helped to win victory upon victory.

Light in weight, dainty in size, convenient to carry in handbag or vestpocket, Kimble Glass Vials dominate wherever distinction and appeal are desired in packaging pills, powders, capsules, salts, liquids, chemicals, and kindred products of the drug, pharmaceutical, perfume or proprietary fields. Even candies and foods are featured in colorfully labelled and closured Kimble Vials. There is no end of "worlds to conquer" with

> Kimble Vials setting the pace of packaging fashion and popular preference.

> Consult Kimble first on your sampling or packaging problem. There's a Kimble Vial for your specific needs—or we'll design it for you!





The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY · · · · VINELAND, N. J.

NEW YORK · · CHICAGO · · PHILADELPHIA · · DETROIT · · BOSTON



ellophane

34" Lace

¾" Stripe







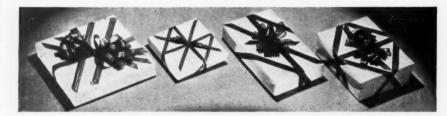




There are no other decorative tying materials quite as brilliant, as lustrous or with colors as magnificent as Excell-O Ribbon.

Excell-O Ribbon highlights your product . . . focuses consumer attention on your package.

Colorful, eye-attracting, modern in the finest sense of the word . . . these ribbons add an air of quality that is all-compelling in its sales appeal. Users of Excell-O Ribbons report greater salesperson interest . . . added display space . . . a completely new dealer attitude toward their packages that makes for greater sales.



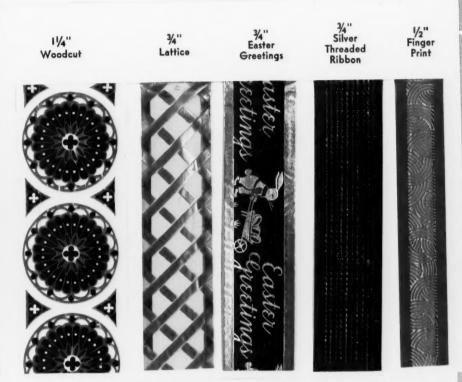
FREYDBERG BROS., Inc.

375 Fairfield Avenue

Stamford, Conn.



Cellophane



The new spring and summer patterns of Excell-O Ribbons transcend even their predecessors in beauty and sales power. In all widths and all colors, these new designs are destined to create sales and added display for hundreds of manufacturers.

Strong, easy to tie and—best of all—economical to use, these ribbons are surprisingly reasonable in price.

Send for sample yardage of any of the ribbons shown. Send your package and let us return it tied with appropriate Excell-O Ribbon. Or, write for details about our facilities for making your own pattern—with trade mark or trade name—to match your package wraps.



FREYDBERG BROS., Inc.

375 Fairfield Avenue

Stamford, Conn.



IRZ

ANOTHER YEAR

ANOTHER AWARD

Three in a row . . . It's really four! Gold and Silver Awards in 1934; Silver Award in 1935; Silver Award again in the 1936 All-America Packaging Contest.

This year it was the Mansfield Shaving Cream. Its pronounced masculinity and its simple yet highly attractive gold embossed design and finish made it outstanding. We congratulate the Bourjois Company on the decision of the Judges. Needless to say, we are happy to have had a part in the production of this handsome tube.

Designing and manufacturing Collapsible Tubes that have protection, convenience and eye-appeal is our everyday job. Are you looking for a design or finish that is different . . . that has a higher sales voltage? Let us show you what we can do.



Collapsible Metal Tubes **Household Can Spouts**

Metal Sprinkler Tops Applicator Pipes

A. K. Wirs Inc.

Established 1836

CHESTER, PA.



Full Color Photography Pays in Packaging --- but be sure it is done by those experienced in the art

The Morrell line, with its luscious pictures reproduced in full color direct photography, has proved an instant dealer and consumer sales success.

Its award of First Prize among labels and seals in the recent All-America Competition caps a series of critical acclaims seldom awarded to any package.

We are proud to have played a major part in producing

these labels. And we feel it only fitting to point out that we are one of the very few firms equipped—by plant and by experience—to do an equally fine job of design and production for other concerns interested in better packaging.

We invite inquiries from firms contemplating the use of direct color photography.

Nelson Colortype Company
CHICAGO.



I'M WISE...

to all the wiles of box salesmen. I know that there are many firms that can produce good designs . . . and others who turn out quality as if it came to them naturally . . .

and still others who never, never fall down on a delivery promise . . . and even some who get their prices right the first time. "But I've found all these qualities combined . . . plus the all important ability to produce boxes that sell and sell and sell up in Rochester, where the William Buedingen boys do the best boxmaking job I've ever seen."





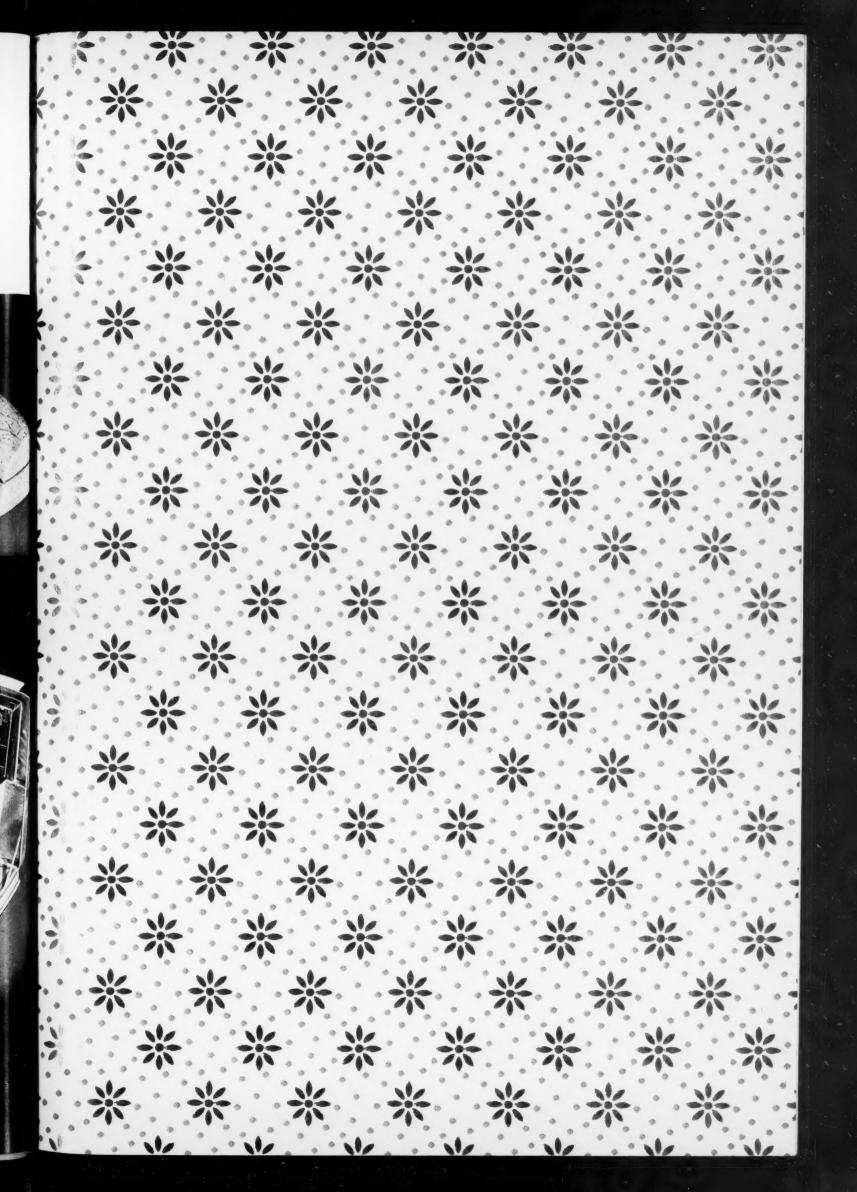
P.S. It's true. Our business keeps growing because we win new customers while keeping all our old ones. Can we help you over the bumps of box planning. Call upon us without obligation.



Wm. Buedingen & Son.

1500 CLINTON AVE. NORTH ROCHESTER, N. Y.

New York Representative: F. J. Redding, 30 E. 42nd Street



meeting A Demand

for effective box-covering papers has always

been a strong point with us.

This timely design is Percale pattern

Chrome Box-covering, available in several color combinations and is just the thing to increase the sales-appeal of spring merchan-

dise.

If you have a package merchandising problem, permit us to make suggestions from our very complete line of papers. We are sure you will be pleased with the results.

DECORATIVE

ELEVENTH AVE. AND 25TH STREET, NEW YORK, N. Y.

PRINTED ON CHROME BOX COVERING-PERCALE PATTERN-GREEN

Of Course, We Like Gold-Awardsbut a *PACKAGE by RITCHIE* is after a BIGGER PRIZE



And that is - increased sales for the product!

A package with the display value that wins *dealer* cooperation... a package that commands consumer preference... that's Ritchie's idea of a really successful package!

That's the kind of success a surprising number of Ritchie packages — in a surprising number of fields — are winning. Surprising? Not when you consider Ritchie's 71 years of experience in designing and manufacturing Packages that Sell. Not when you consider Ritchie's keen understanding of the merchandising factors back of a successful package. Not when you consider Ritchie's constant study of the buying habits of today's consumer.

Illustrated above . . . Gold Award Winner — and *only* winner in its division — in the 1936 All America Package Competition. Conceived, Designed and Constructed by Ritchie.

Packages that Sell by Ritchie are outstanding in These Fields:

Auto Accessories Batteries COFFEE, TEAS AND SPICES DRUGS

CHEMICALS

FOOD PRODUCTS

COSMETICS
CLOCKS AND WATE

PENS AND PENCILS

CLOCKS AND WATCHES GRANULAR PRODUCTS GOLF BALLS HOSIERY

JEWELRY PERFUMES PLAYING CARDS TOILETRIES

SET-UP PAPER BOXES — FIBRE CANS

Established Manufacturers are invited to write for further information on the Ritchie organization and free design service.

W. C. RITCHIE AND COMPANY * 8849 BALTIMORE AVENUE * CHICAGO NEW YORK PHILADELPHIA DETROIT CINCINNATI LOS ANGELES ST.LOUIS MINNEAPOLIS FT.WAYNE



COLT JARS WIN TWO AWARDS IN THE ALL-AMERICA

TWO YEARS AGO...merely a new idea in plastic packaging TODAY . . . adopted by America's foremost packagers

COLT'S PLASTIC JARS AND ENSEMBLES CAPTURE TWO FIRST AWARDS IN THE ALL-AMERICA PACKAGE COMPETITION

Molders have been making plastic jars for many years now. But the great Colt organization was not content to follow time-worn methods. Its engineers and chemists have developed new materials, new constructions and designs which yield the user far greater utility, freedom from breakage and package beauty than were ever previously available.

And today, in Colt's significant victory in the All-America Package Competition, a final fitting laurel has been added to the growing collection. Colt has won first prize in the Plastic Division and—to pile honor upon honor—another First Prize in the Family Group.

To you, who have perhaps considered plastic packaging by old standards, this dual victory may suggest an investigation of Colt's ability to aid you. In such a study we pledge you the fullest cooperation of our entire research staffs . . . chemical, engineering, designing and merchandising.

Call upon them, without obligation, by writing, wiring or phoning-

COLT'S PATENT FIRE ARMS MANUFACTURING COMPANY

PLASTIC DIVISION

HARTFORD

CONNECTICUL

NEW Face Powder Box





Produced by the Karl Voss Corporation, this container—of fin-

est hand-made quality—has proven an instant success. To the

manufacturer of fine products, requiring suitable containers

in quantity, we make available the services of our planning

CORPORATION and designing staff. NEW JERSEY Division of Shoup-Owens, Inc.

HOBOKEN





FOR SMART PACKAGES



by

WELSH PAPER COMPANY

505 CHESTNUT STREET
PHILADELPHIA
PENNSYLVANIA



The truly exquisite boxes, required for the finest products, must still be made by hands . . . hands so skilled and so coordinated with those of fellow workers that their product acquires an unsurpassed natural beauty and finish.

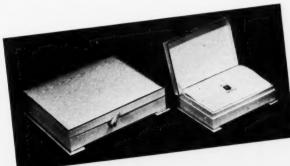
From designers to final examiners, you'll find such hands at our plant . . . hands that are guided by box-planning brains with a long record of successful merchandising and a forward looking viewpoint . . . hands that are producing remarkable successes for those firms we are now serving.

We offer manufacturers our fullest cooperation in planning superior packages.

FOSTER& CROSS, INE.

109 Lexington Ave., Brooklyn, N. Y.

Twenty minutes from your doorstep in the heart of Metropolitan New York



R

A Recent FOSTER & CROSS Sales Success

Muyler's new Petite Delicia Package

Tops in



GOLD AWARD

The first award in the Glass Container classification of the 1936 All-America Competition. . . Designed for William Jameson & Company, Inc., New York.



OWENS-ILLINOIS WINS 1936 ALL-AMERICA PACKAGE COMPETITION AWARDS

Style sells merchandise. And again Modern Packaging's All-America Package Competition proves Owens-Illinois to be headquarters for finest designs in glass containers.

To obtain all the important and distinct

sales advantages that make your container a SALESPACKAGE place your entire packaging problem in the experienced hands of Owens-Illinois Complete Packaging Service. This assures the effective coordination of each unit of design ... containers, closures, labels and carton... essential to produce the powerful appeal of Owens-Illinois Salespackages. For further details, call the nearest Owens-Illinois sales office, or write to Owens-Illinois Glass Company, Toledo, Ohio.



ECONOMY-SECOND!

Of course, manufacturers of nationally distributed top quality products keep a careful eye upon costs.

But — it is an interesting fact that many leaders in their fields have chosen Simplex not primarily because Simplex cost less than other containers of comparable strength and durability — but because Simplex Boxes possess features shared by no other paper boxes.

In other words, the merchandising advantages of Simplex were the first consideration of these discriminating buyers — and the economy factor second.

SIMPLEX BOXES

will save time, money and floor space for you too. But more important, perhaps, is the fact that Simplex will provide a sturdier, more substantial container that will present your product to its best possible advantage. Let us tell you why so many other winners have chosen Simplex.



Trade Mark

Made Under License In All Parts Of
The U. S. A. And Canada.

"The Solution to the Set-Up-Box-Problem"

SIMPLEX PAPER BOX CORPORATION

LANCASTER, PENNSYLVANIA



Grocer Brown tells Jobber Tuttle of a NEW Discovery...

BROWN: "I've handled this brand of canned goods for years, but they never sold so well before. Guess it must be the new labels."

TUTTLE: "That's it, John-those TRU-TONE Labels. They're boosting my sales, too."

INCREASE VISIBILITY, APPETITE LURE AND SALES APPEAL ASE VISITE ON THE LABEL AS ON THE TABLE





All "U-S" TRU-TONE Pictorials are copyrighted.

They make you hungry, these amazingly realistic TRU-TONE pictorials—natural color reproductions made direct from the food itself. TRU-TONE is the new "U-S" process of imparting true-to-life accuracy to canned food labels.

Made from the identical plates used to produce the actual labels, the TRU-TONE Vignettes pictured here show how you can step up the sales vitality of your labels ... lithography or typography. Exclusive designs also, if desired. Send for samples. Compare them with any labels.

SALES AND SERVICE OFFICES:

CINCINNATI DETROIT (Dearborn Station) ERIE, PA. INDIANAPOLIS LOS ANGELES

PHILADELPHIA PITTSBURGH SAN FRANCISCO HARLES, ILL. ST. LOUIS

AMERICAN LITHOGRAPHIC DIVISION ATLANTIC LITHOGRAPHIC & PRINTING DIVISION DONALDSON LITHOGRAPHING DIVISION ERIE LITHOGRAPHING & PRINTING DIVISION PALMER ADVERTISING SERVICE DIVISION W. F. POWERS DIVISION THEO. A. SCHMIDT LITHOGRAPHING DIVISION



... and congratulations upon the occasion of its TENTH ANNIVERSARY

of notable progress in its chosen field, the benefits of which have been shared by many, including



AND ITS DIVISIONS .

"ALL AMERICA;

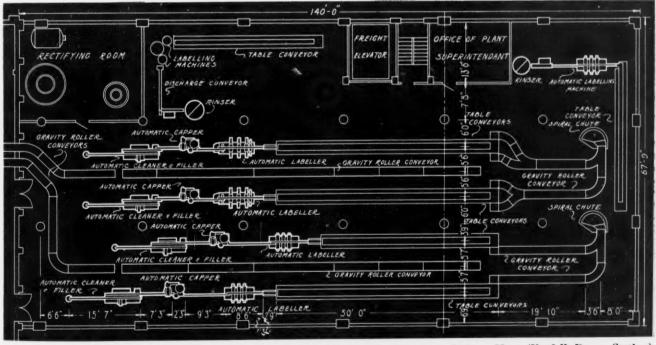
HONORS

Ben Burk's complete bottling layout vine first prize in the All America Packaging competition, Machinery Group!

All of this equipment—including cleaning, filling, capping and labeling machinery for four complete lines and part of the auxiliary lines—was furnished by Pneumatic. The floor plan blue-print below shows Ben Burk's modern arrangement of these machines, completely engineered by Pneumatic.

It is ideally conceived for maximum production at "lower cost per container". It handles Ben Burk's enormous production of Old Mr. Boston Gin (the largest selling in the world) and other Old Mr. Boston Liquors with a smoothness and dispatch that are a natural result of careful engineering planning, plus the use of the most advanced and soundly designed equipment in the field.





PNEUMATIC SCALE CORPORATION, LTD., 71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires



PNEUMATIC SCALE

* * * Bottling Equipment





Mashua PARTICIPATES

in THREE awards!

PAKADE FOLDER for BENTWOOD FORKS and SPOONS

WINS THE

SILVER AWARD

in the Transparent Wrapping Group

> This transparent-front PAKADE was conceived and executed by Nashua.

THROUGH no other single source can package-users obtain such a complete selection of package-wrapping and boxcovering materials — from no other single source can they obtain more valuable cooperation in the enclosure of their products.

Nashua Packaging Specialists will be glad to discuss any packaging problem with you or your box maker, Please address our Package Advisory Division.



OTHER NASHUA AWARDS:

The wax - protected, moisture - excluding INNER WRAP of Beechnut Lustremints, winner of the Silver Award in the Opaque Wrappings Group.

The printed transparent CELLULOSE BAND around the Fruit Cake in the Moulded Plastic Cake-Box of the Larsen Baking Co., winner of Second Prize in the Plastics Group.

ashua GUMMED AND COATED PAPER COMPANY NASHUA, NEW HAMPSHIRE



pride of

(RAFTSMANSHIP

(as reflected in these · prize winning packages)

IS INSTILLED IN THE PRODUCTION OF ALL PACKAGES FOR ALL CUSTOMERS

ALDORF PAPER PRODUCTS CO.

CARTONS · CONTAINERS · CANS · LABELS · DISPLAYS

Again--COLTON plays a major part in making a PRIZE WINNING TUBE PRACTICAL!



Repeating, once again, its performance of previous years, the Arthur Colton Company finds itself again figuring in an all-America selection.

This time, through the medium of the medal winning Genell Bliss Tube, filled and closed on Colton machines.

Colton fillers are the standard of all industry. Let us show you why. Write for full details.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

DETROIT

MICHIGAN





COSOS COSOS SERVICES OF GOLD TAVERNESS OF GOLD TAVERNESS OF GOLD



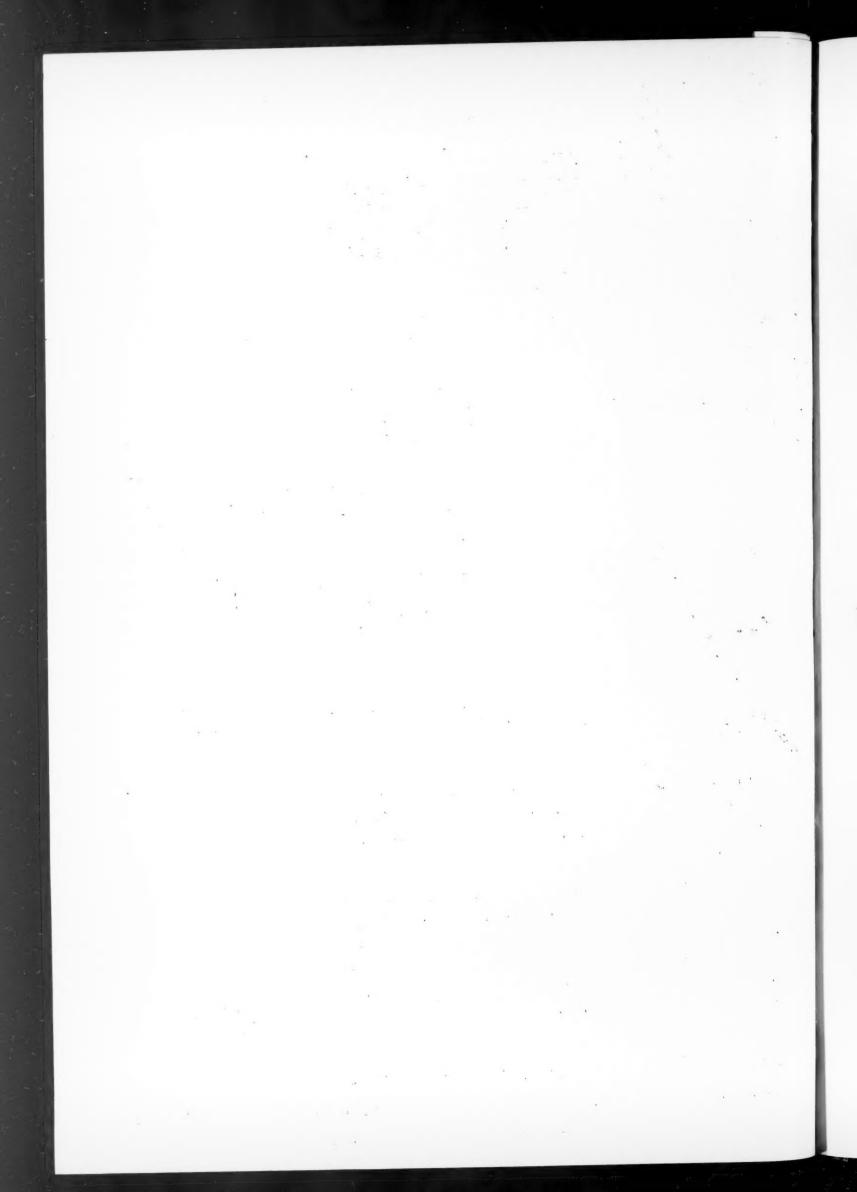
Like the swinging sign of an English inn. McLaurin-Jones Old Tavern Gold warmly invites your attention. It is both dignified and striking. When used as a box covering it imparts an air of richness and importance.

Old Tavern Gold prints beautifully, is highly resistant to rubbing and family not a luxury. Available in the hammered design used for this fact, in many other interesting ambourings, and in plain finishs all these finishes also supplied in platforms. Write today for generous to tables, giving the name of your company.



CLAURIN-JONES COMPANY

LS AT BROOKFIELD AND WARE, MASS. OFFICES IN NEW YORK, CHICAGO, LOS ANGELES







Prize-Winning Wraps and Cartonsure



The prize-winning Luster-Mints foil wrap, like dozens of other Beech-Nu wraps, was printed from the roll on a CHAMPLAIN press. * At their plant in Canajoharie, New York, Beech-Nut Packing Company use a total of thirty-four CHAMPLAIN and CHAMBON presses to print their wraps and cartons

CHAMBON

CHAMPLAIN

Features of the New

CHAMPLAIN GRAVURE PRESS

- * Accurate Register Control.
- * Quick drying inks.

p

1-Nu

ant in

-fou

tons

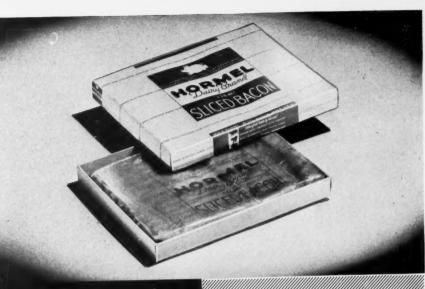
- * Improved type of plate insuring the most faithful reproduction.
- * Elimination of makeready.
- * Higher speeds than with any other method.
- ★ Uniformity of printing under all conditions.



usire Printed on Champlain Presses

CHAMPLAIN Automatic Rotary Multicolor Printing Presses produce the highest quality of package printing at savings of 30% and more over previous costs. They not only print direct from the roll—by letterpress, gravure, or offset, on all kinds of paper and board—but they also fabricate the printed piece and deliver it ready for use in subsequent packaging operations. The installation of a CHAMPLAIN press gives the manufacturer complete control over printing costs and quality. To manufacturers sending samples of their labels, wraps, containers, etc., we shall be glad to send full information. Write to CHAMBON CORPORATION, Garfield, New Jersey.

ROTARY PRINTING PRESSES

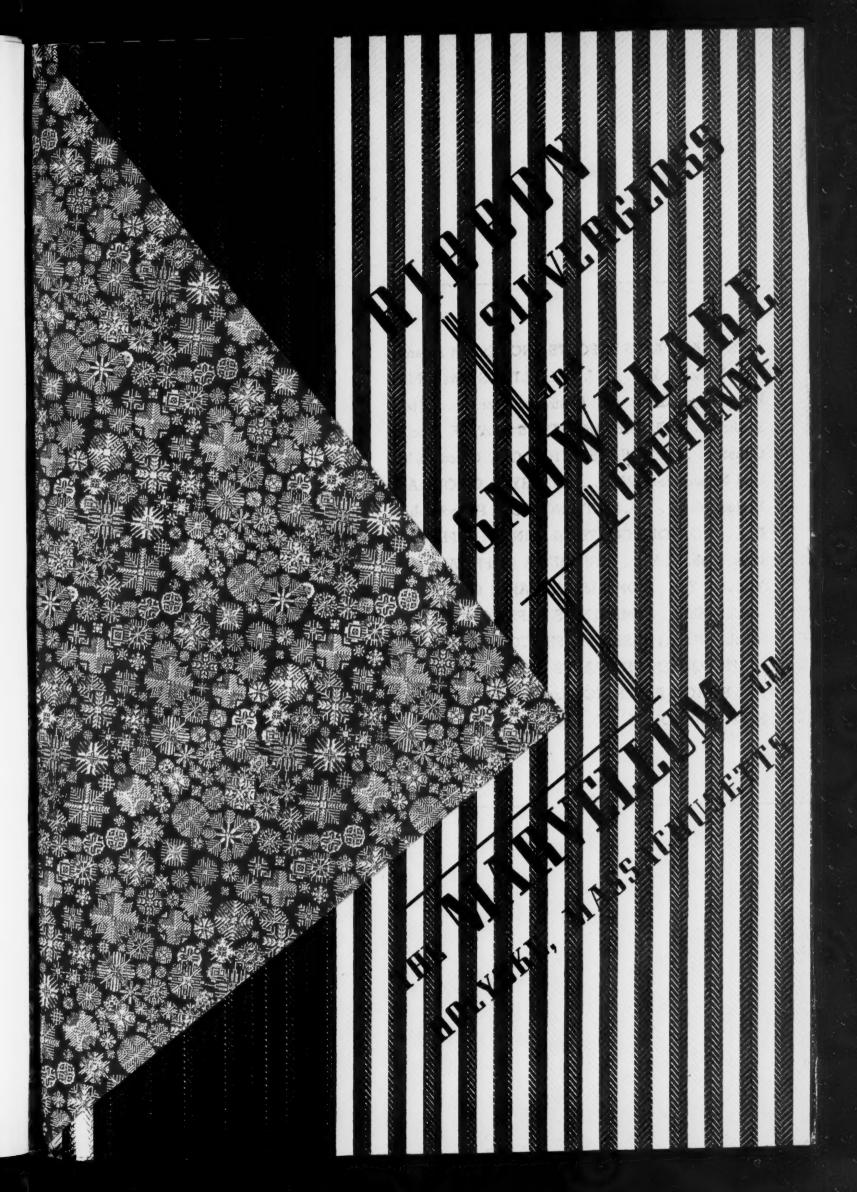




HORMEL'S PRIZE-WINNING PACKAGES in GLASSINE WRAPS PRINTED BY DANIELS

This firm is unusually well equipped—in plant, in personnel, in experience to cooperate with manufacturers planning new wraps for their packages. We invite your inquiry; pledge you our most cordial cooperation, without Daniels Manufacturing Company

obligation to you.



AMERICAN PAPER EXPORTS, INC., Export Agents, New York, N. Y. . . . B. J. BALL, LTD., Sydney, Melbourne and Brisbane, Australia; Auckland, New Zealand . . . BLAKE, MOFFITT & TOWNE, Pacific Coast . . . BRADNER SMITH & CO., Chicago, Ill., and Milwaukee, Wis. . . . HENRY L. GOODMAN, Boston, Mass. . . A. HARTUNG & CO., Philadelphia, Pa. . . . HOLYOKE COATED & PRINTED PAPER CO., New York, N. Y. . . . HUGHES & HOFFMAN, New York, N. Y. . . . JOHN LESLIE PAPER CO., Minneapolis, Minn. . . . MATTHIAS PAPER CORP., Philadelphia, Pa. . . . NASSAU PAPER CO., St. Paul, Minn. THE QUEEN CITY PAPER CO., Cincinnati, Ohio . . . ROACH PAPER CO., Little Rock, Ark . . . E. H. WILKINSON & CO., LTD., Toronto, Canada.

Distributors. for MARVELLUM BOX PAPERS



IRISH AMERICAN PACKAGES POSSESS EXCEPTIONAL BEAUTY—YET GIVE THE CONVENIENCE CUSTOMERS DEMAND—WITH GUARDIAN SAFETY SEALS

The makers of Guardian Safety Seals congratulate the makers of William Jameson Irish American Whiskey!

We are proud that the only closure of its kind has played a part in winning honor for the only whiskey of its kind.

Investigate the advantages America's finest closures offer your product . . .

Guardian Safety Seals give customers definite assurance that your product comes to them without substitution or leakage. They open with fingertip ease, making a pleasant introduction to the quality within. And they last for the life of the bottle, a repeated reminder to buy again.

For Your Product Investigate the Advantages of GUARDIAN Safety Seals

35 EAST WACKER DRIVE, CHICAGO, ILL.

Again ...

A WORLD LABELER INSTALLATION LABELS THE PRIZE WINNING BOTTLES



William Jameson Original Irish-American Brand Whiskey in various sizes are among the famous products being labeled successfully by Automatic World Labelers in various plants of National Distillers Products Corporation.

ECONOMIC MACHINERY COMPANY

Makers of complete line of automatic and semi-automatic labelers
WORCESTER MASSACHUSETTS

WORLD LABELERS



OF WHAT FITCHBURG RESEARCH CAN DO FOR YOU!

We here show five of the many specialized types of paper developed by Fitchburg Research Technicians . . . types which may meet your exact needs or which may nesearch reconnicians ... types which may meet your exact needs or which may be varied ... in any characteristic ... by recourse to the same research facilities that developed the papers here shown.

LACQUERING PAPERS

made with a surface specially planned to simplify lacquer appli-

ALKALI-PROOF PAPERS

for soap, chemicals and dyes, etc., resisting the deterioration caused by the presence of alkalis in your

BOX WRAP AND COMBINING PAPERS product.

available in various weights, in rolls or sheets, for unprinted or printed box-wraps and as a surfacing material for box board.

BAG PAPERS

made with a special finish, giving the appearance and having the qualities of a lacquered sheet.

FOIL COMBINING PAPERS

for use as a backing for foils whether embossed, printed or otherwise

FITCHBURG PAPER COMPANY

MASSACHUSETTS SALES OFFICE: 250 Park Avenue, NEW YORK CITY FITCHBURG MILLS: FITCHBURG, MASS.

These Fitchburg Papers are typical of the product of our plant . . . a plant devoted to the development of special papers to meet your specialized packaging needs. Call upon Fitchburg research chemists for aid whenever a paper problem arises.

Alkali Proof Lacquering

No. 10 Pyrox for Lacquering

Hillcrest Alkali Proof

Snowhite Stiktite

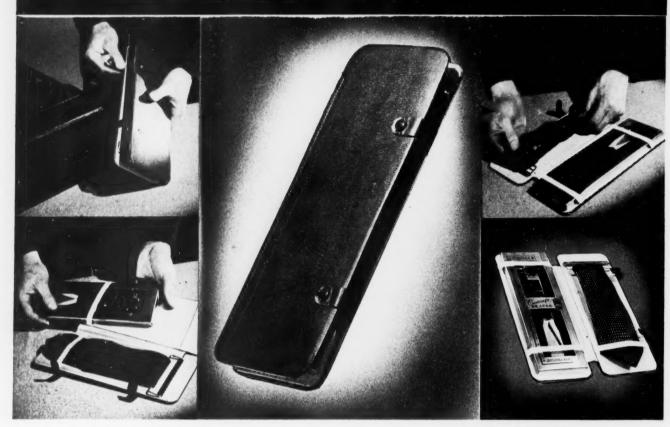
Extra Strong Combining

Fitchglo Bag Paper

Fitchbrite Bag Paper

Foil Mounting

First Award



for Ingenuity? Construction? Beauty? Sales Power?

It's hard to decide just what reason dominated in the minds of the All-America judges when they selected this Pioneer package as first in the Miscellaneous Group in the All-America Package Competition.

For there were so many reasons. A beautifully constructed leather and moire silk package. An ingenious merchandising device that won the good will of thousands of dealers for whom it sold ties as well as Pioneer's Braces. A proven ability to win display, to win dealer orders and then to justify them by over the counter sales.

Significant to merchandisers planning for equally sound packages is the fact that the organization that planned, designed and manufactured this triumphant best-seller stands ready to apply equal ingenuity to the solution of other problems. A number of outstanding promotional ideas are available. And a staff of competent designers stand ready to develop others, especially keyed to individual requirements.

We invite your correspondence.

WEAVER MANUFACTURING COMPANY

ESTABLISHED 1892

NEW JERSEY

MOUNT HOLLY

MODERN PACKAGING



"THESE LITTLE TUBES HAVE GONE TO MARKET"



SHERWIN-WILLIAMS TIN DECORATING FINISHES







A STANLEY LABEL Carries the Quality Keynote

Sheer excellence is the keynote of this simple flask design of Rythm Cologne, from Mary Kathleen Quinlan. Gold cap, golden-colored liquid, and gold label, blend to give an impression of elegance and value.

On such a package the character and quality of a metallic label become highly important. Here is a typical case where that superior quality, which is so plain in all Stanley Foil and Metal Labels, is indispensable.

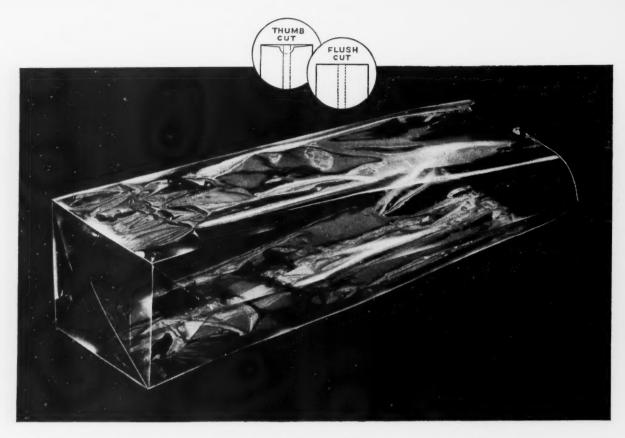
As outstanding manufacturers of labels in metal and foil exclusively, Stanley offers a splendid variety of different types of Labels and Seals for your selection. By using certain processing methods in combination, especially in "Stan-Kraft" foil labels in contrasting colors, Stanley produces unique effects.

Stanley Wetallic Seals and Labels



Stanley offers you labels that are superior in quality, at prices which are definitely "in line." Write us today for a free sample assortment—no obligation. THE STANLEY MFG. CO., Dayton, Ohio.

New York: 707 Empire State Bldg., Chicago: 714 Westminster Bldg., St. Louis: 1341 Syndicate Trust Bldg., Kansas City: 500 Fidelity Bank Bldg., Los Angeles: Maxfield Bldg.



Reinforced Sift-Proof Bottom Originated By U. S. E.

Even pepper is safely packaged in this Better-Built U. S. E. satchel bottom bag—and not a sneeze leaks out!

U. S. E. was the first to introduce the sift-proof construction in a transparent bag. It is one of many improvements pioneered by this Company since the early days of cellophane.

U. S. E. leads the field in creating these betterments. The engineering experience and skill which enabled the Company to achieve leadership in the commercial envelope field was the starting point.

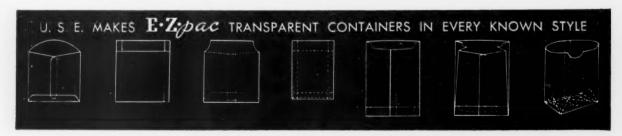
U. S. E. has effectively turned this skill to the development of special equipment to handle cellophane, and to the creation of better packages.

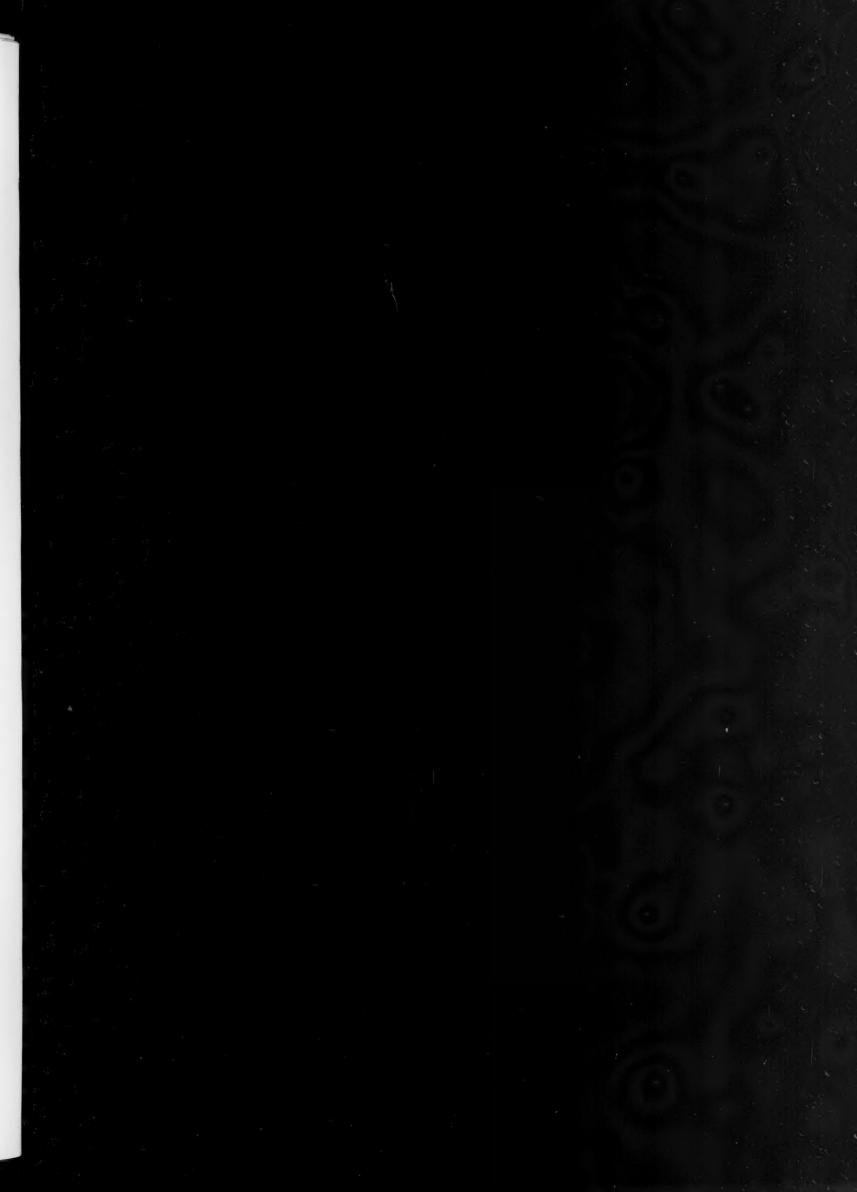
Today, great batteries of specially designed machines turn out Better-Built transparent bags and envelopes of every known style. Fresh stock is used for every special job, utilizing every kind of transparent material and type of closure.

U. S. E., the largest maker of transparent packages of all styles, is ideally equipped to serve you. See U. S. E. first. Ask for Samples, or a study of your problem—without obligation.

Transparent Container Department UNITED STATES ENVELOPE COMPANY

Springfield, Mass.







on paper and cardboard surfaces to beautify; to guard against dirt, water, stains, finger marks, oil. It's washable; it's tough.

HERCULES POWDER, COMPANY
WILMINGTON, DELAWARE

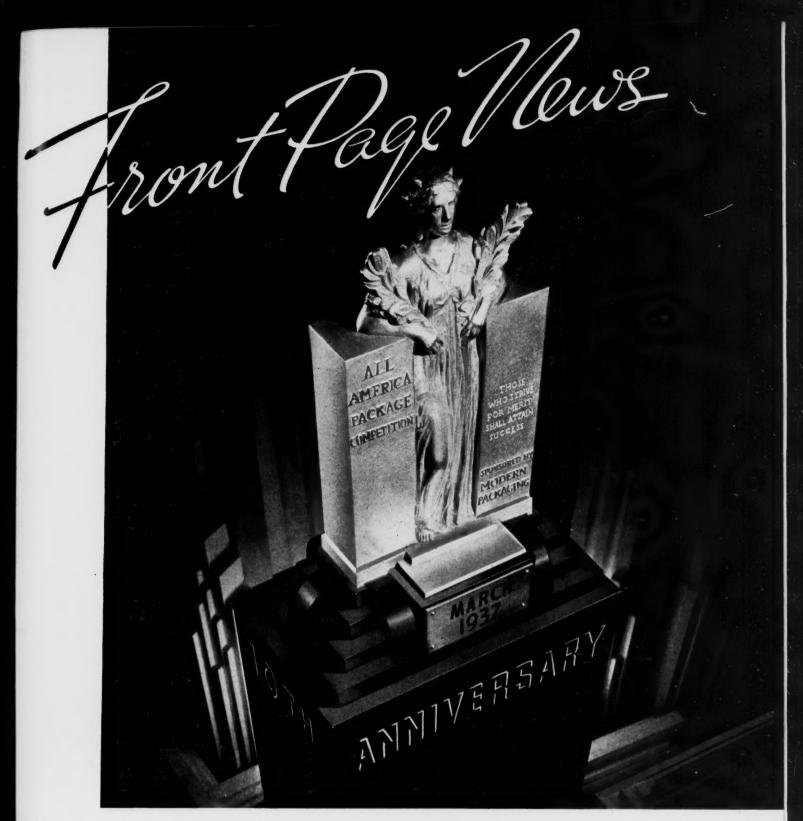




Designe Studios, gests the nishes to

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Designed, built, and photographed in the Rosenow Color Studios, this month's cover of Modern Packaging suggests the calibre of creative assistance our organization furnishes to package designers and package manufacturers.

The cover of this month's *Modern Packaging* brings you a sample of direct color photography by Rosenow. That same colorful realism can be made part of your "modern packaging"—ean gain for your product that "front page" attention-value which translates itself into sales. Through direct-color photography your package can deliver a complete, convincing sales story at a glance. How it can do this, and how it is being used by national advertisers is non-technically explained in our de luxe brochure, *Life in Color* . . . a copy of which is yours for the asking.

R O S E N O W C O M P A N Y

3 4 0 WEST HURON STREET, CHICAGO



BEN BURK NOT ONLY SET STANDARDS—IT CHOOSES STANDARD CONVEYORS for its prize-winning packaging lines

STANDARD CONVEYORS ARE MOST EXACTING Let our engineers investigate your conveyor needs. DEMANDS

Ask for our latest Booklet BD-3. No obligation.



Now Available for Immediate Delivery THE FINEST AND MOST BEAUTIFUL RIBBONS EVER CREATED WITH SYLVANIA CELLOPHANE

Hy Siltone



Hy-Siltone Ribbons, in Silver, Gold and Colors

A completely new and revolutionary patent process makes these ribbons of exquisite beauty, brilliancy and color now available at surprisingly low cost.

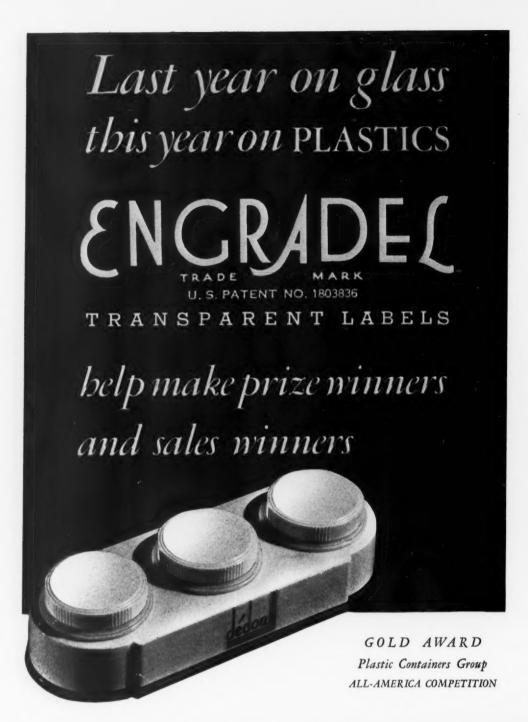
Available in full range of colors and a broad variety of printed patterns or in special Sylvania Cellophane Ribbons

Also Tinsel Ribbons, Tinsel Cords and Sylvania Cellophane Box Bands. designs made to your order.

Send us your packages. We will return them, appropriately tied with Hy-Siltone or Send us your packages. We will return them, appropriately the Sylvania Cellophane Ribbons. Or send for sample tying lengths. Our Xmas line of ribbons and box bands are now ready.

HY-SIL MANUFACTURING COMPANY Revere, Mass.

Spring Avenue

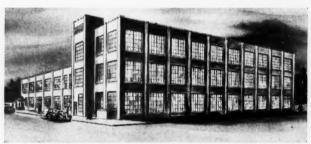


Winning their third All-America award, Engradel Transparent Labels have again proved their ability to attract the eye and to make themselves an integral—and most important—part of a package's sales appeal.

As used on glass, they afford a degree of transparency that never obscures the product and sets their lettering off in superior visibility.

Used against plastics, their transparency permits your message to stand out against the background of plastic color.

Easily applied, low in cost, unusually beautiful in appearance and permanent, Engradel labels are unique in their ability to win praise, display and sales. Write us for samples and full details.



Plant 85-99 Maple St., Weehawken, N. J.

PALM, FECHTELER & CO.

15 East 26th Street, New York, N. Y.
BOSTON PHILADELPHIA

5 South Wabash Ave., Chicago, Ill.
CLEVELAND BUFFALO

MODERN PACKAGING

TWO MEDAL WINNERS MOLDED OF BEETLE

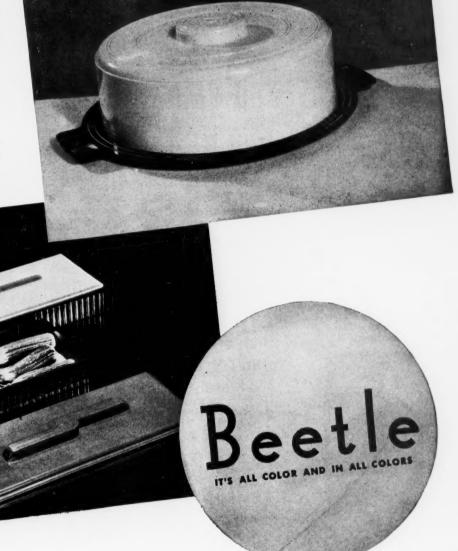
THE Larsen Fruit Cake Box won a silver award, and the Remington Arms Cutlery Box won a bronze award at the recent All-America Package Competition. Both are molded of Beetle. Both combine the qualities of beauty *and* utility in the most effective degree. And both are designed to stimulate sales.

effects. In considering the creation of packages that possess "to-have-and-to-hold" appeal as well as sales appeal, put Beetle down as your first choice of materials. A Beetle representative will be glad to help you determine the type and color best suited to your particular requirements.

It is not difficult to mold sales winning packages such as these, for Beetle colors and molding properties lend themselves readily to virtually any design, complicated or simple. Beetle comes in a variety of colors that can be blended into many harmonious

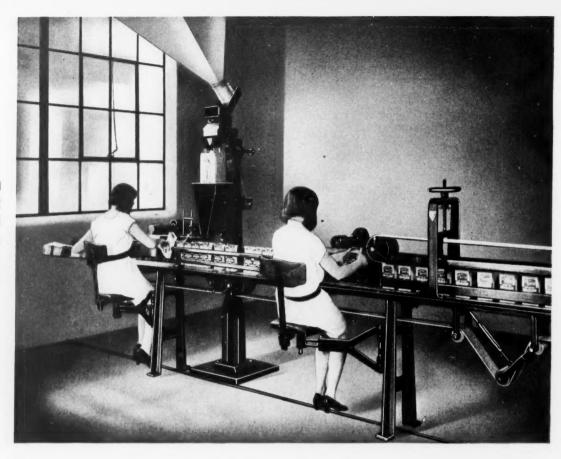


BEETLE PRODUCTS DIVISION OF AMERICAN CYANAMID COMPANY 34 ROCKEFELLER PLAZA, NEW YORK, N. Y.



At the Exposition
... see latest
developments and
refinements in
packaging machinery at our Booth
No. 402

MODEL SA Top and Bottom Sealer with SB AutomaticNetWeigher. Simple, flexible, inexpensive, only 2 operators needed.





(Above) Triangle Auger Packer and (Below) Volumetric Filler with Automatic Plunger.



YOU CAN LEASE TRIANGLE MACHINES

For as Little as \$1600 a Month!

Think of it . . . only \$16.00 a month and no down payment. Small Triangle carton sealers or weighers can be rented for as little as that. Larger machines with greater speed and capacity lease for a little more. They pay for themselves with the savings they make. On this basis there is hardly a packer in existence who can afford to postpone modernizing packaging operations. Production costs must be cut to rock-bottom these days to profit-

ably meet competition. Responsible manufacturers are invited to write for full particulars about our low cost lease-purchase plan, or have our engineer call and explain, without obligation, how Triangle Machines will save money.

SEND FOR YOUR COPY OF "PRACTICAL PACKAGING!"

A new, free, pocket-size magazine. Chock-full of latest developments, improvements and methods. Also solutions of typical packaging problems.



TRIANGLE PACKAGE MACHINERY CO.

907 NORTH SPAULDING AVENUE, CHICAGO, ILLINOIS
50 CHURCH ST., NEW YORK • 111 MAIN ST., SAN FRANCISCO • 1237 S. OLIVE ST., LOS ANGELES
913 E. KILBOURNE AVE., MILWAUKEE • FOREIGN OFFICE: 44 WHITEHALL ST., NEW YORK CITY

HI-GLOSS

REG. U. S. PAT. OFFICE

ONE IMPRESSION INKS

Manufactured by

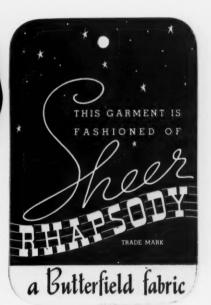
POPE & GRAY, Inc.

95 Morton St.,

New York City







The brilliance and gloss is in the ink itself. Varnish is not necessary. These inks are practical and are being used for large edition work. The examples shown are not varnished and speak for themselves.

MADE

ROBINSON "fy-fusts" TAGS AND LABELS

BY

ROBINSON TAG & LABEL COMPANY

460 West 34th St.

New York City

How you can get a Modern Package

You can now obtain a truly modern economy package exactly designed for your product with the aid of our packaging research and analysis.

Your coupon in the lower left hand corner of this page, or a letter, entitles you to a FREE Packaging Analysis. Your answers to a simple questionnaire will enable the Equitable Research Department to analyze your products and your present container in the light of new improvements in the paper bag field.

If you then decide that your products can be more profitably packaged in a modern paper bag-we will work out the specifications of a package exclusively designed for your product.

The package we design for you will contain all of the Six Essentials of a Modern Package

- 1. Easy to use
- 2. Light in Weight
- 3. Small in Bulk
- 4. Strong
- 5. Attactive in Appearance
- 6. Low in Cost

QUITABLE PAPER BAG CO. Inc. Clip this RESEARCH DEPT.

325 MESEROLE STREET . BROOKLYN, NEW YORK

Please send me your simplified Package Analysis Questionnaire

NAME_

COMPANY_ STREET

STATE_ CITY_

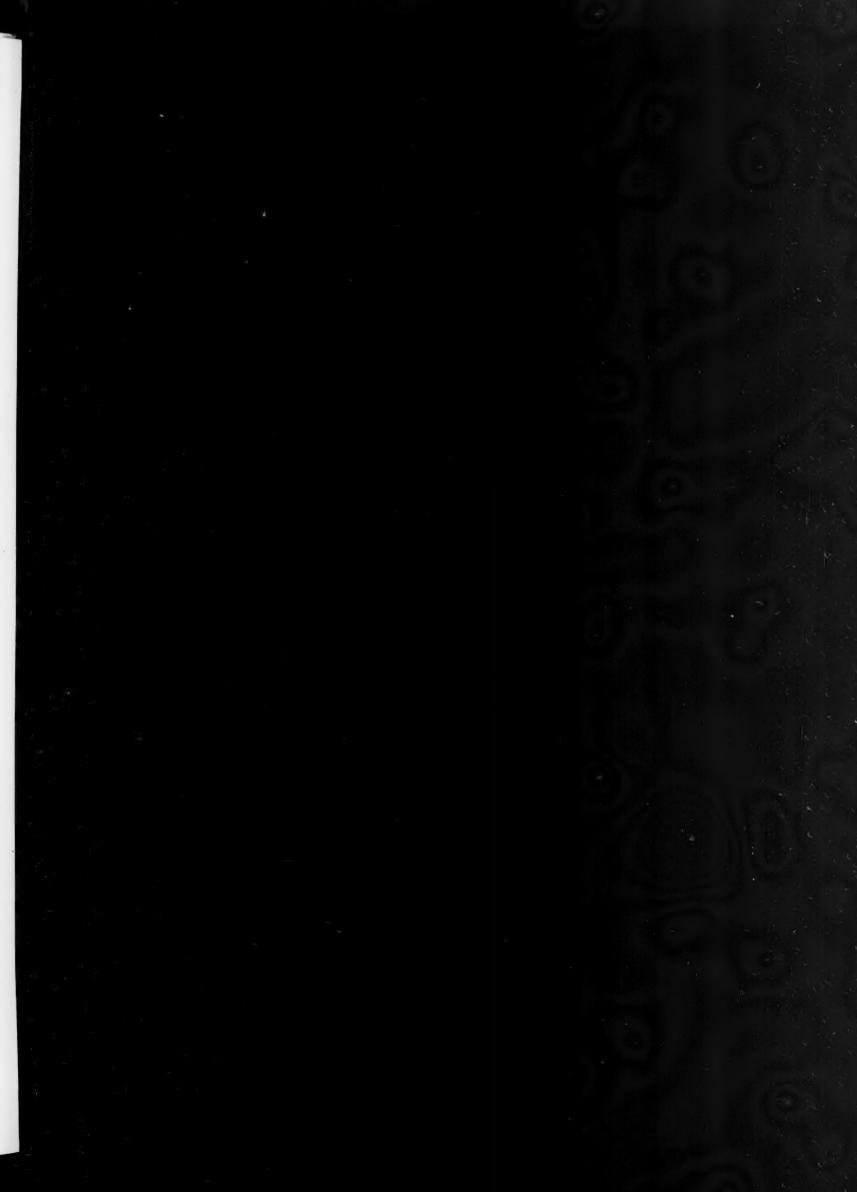
Coupon

now for

a Free

Packaging

Analysis







A] and

PA

SMI

Fo

The feat white decorate in a greet growth in the box in a black Che

A New Beauty and Utility in **GIFT PACKAGING**

SMITHCRAFTED CONTAINERS

For Every Type of Product



The CANDY BOX featured above is all white, alabaster effect, decorated sides and lid in deep relief, with jadegreen panel as background to carved-like informal floral decoration in center. Other boxes illustrated range in size from small razor blade containers to large Champagne and Canned Food Gift Chests

 N_0 disillusionment for you or your customers with SMITHCRAFTED CONTAINERS. They not only look beautiful -in picture, window, or showcase-but, when handled, actually enhance that first impression of beauty, value, and substance—following thru and closing sales.

See them at the Packaging Exposition—or write—NOW. No matter what your product you will find SMITHCRAFTED CONTAINERS practical and—surprisingly economical. There is little restriction in product application, as to cost, size, shape, or design and color effects.

2857 NORTH WESTERN AVENUE C O M P A N Y CHICAGO, ILLINOIS

New York Office, 52 Vanderbilt Ave. - MUrrayhill 2-8290

WINNING PRIZES IS FINE . . . BUT IT'S THE

THE CROWN CORK AND SEAL COMPANY

BALTIMORE, U.S.A.

February 2, 1937

Container Corporation of America Manayunk, Philadelphia, Penna.

Centlemen:

Att: Mr. R. B. Bennett

We want to congratulate you upon the fine services of your Engineering and Art Departments which made it possible for our new closure container to win the Gold Award for shipping containers in the All America Package Competition.

We know you will be interested to hear that the containers themselves have been prize-winners long before so recognized in the competition. They have given our product better protection than heretofore enjoyed, have been economical for us and for our customers to use, and have provided a shipping package with an appeal and advertising value that has been helpful, although without additional

Your good service and the fine production job on these cost. containers have been very much appreciated.

ETG: JUM

SERVICE OF THE CONTAINER THAT COUNTS!

ANDREW & DOLE PRENIDENT

ARTHUR DOLE VICE PRESIDENT

JOHN L DOLE BECRETARY



THE DOLE VALVE COMPANY

BRASS SPECIALTIES

1901-1933 CARROLL AVENUE CHICAGO, U.S.A. January 27th, 1937.

Container Corporation of America, 111 West Washington Street, Chicago, Illinois.

It certainly pleased us to learn that our air and vaccum Gentlemen: valve folding cartons won the Silver Award in the All American Package contest.

As the manufacturer of these cartons we know that you Will enjoy with us some of that acclaim.

On the other hand, it may be that you will be more interested in the fact that we consider the cartons to be doing a specially good job for us. Not only are they delivering our product safely to The Trade, but the clean work you produced is giving us a fine display value in addition to making identification quick and easy.

It would be difficult to say just how much in dollars and cents the new containers have increased our sales this year, but we do have an increase and most of us feel that the contribution made by these packages has been year. the contribution made by these packages has been very

We also want to tell you that we appreciate the friendly service which you have given us. substantial.

With best wishes for your continued success,

Yours year truly,

THE GOVE VALVE COMPANY

Stuat & Ghillets

CGP . LR

GENERAL OFFICES: STRATEGIC OFFICES



FOR PARTS OF STEEL



OR FOR THE Finest Fabrics

LINDLEY MAKES THE APPROPRIATE Sales Winning PACKAGE

● Leaders in every field agree Lindley boxes are "Better planned, better printed, better made, from better materials." Smart merchandisers know the right package can add a bit of sales push—help create trade enthusiasm—gain consumer recognition. That's why they come to Lindley to solve packaging problems—large or small. If you will write, giving full particulars of your problems, suggestions will be made without obligation to you.

LINDLEY

BOX AND PAPER COMPANY, MARION, INDIANA

1934

First Award Set-up Box Group

1935

First Award
Set-up Box Group

Year After Year

The Prize Winning Boxes and Groups

appear in

DEJONGE FANCY PAPERS

1936

First Award — Family Group Second Award — Set-up Box Group

And additional awards in earlier years

Harriet Hubbard Ayer Darling set (right), covered with DEJONGE Satinsprig Mica Paper. The Violet Combination and Red Rose Combination sets (left) are covered with DEJONGE MA 5031-140. Samples of these and other DEJONGE PAPERS are shown in swatches below. Send for swatch books and work sheets.





155 SIXTH AVENUE

NEW YORK

Branches: Chicago — Boston — Richmond — Philadelphia Pacific Coast Representative — Zellerbach Paper Co.

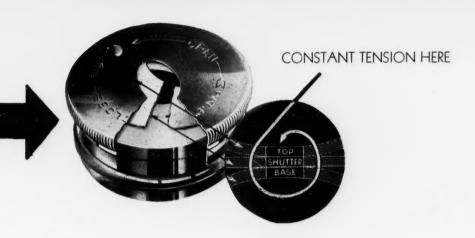
THORN CAPTURES IN



THORN TITE TOPS were adopted as closure equipment on the above cans manufactured by American Can Company. Continental Can Company. Liberty Can and Sign Company. National Can Company, and Owens Illinois Can Company.

For samples and prices write us direct, or consult any of the above can companies.

TITE TOPS CLOSURE AWARD ALL-AMERICA PACKAGE COMPETITION



A captive cap that is easy to open—easy to close—can't be lost—won't leak—won't clog—simple—dependable—fool proof and attractive. It accomplishes the two important points of merchandising—favorable customer reaction and sales stimulus.

Thorn Tite Can Tops are supplied in single opening, sifter and concealed sifter styles. They are made from many materials—brass, steel, aluminum or tin. The finishes include nickel, chrome, enamel, lacquered and plain.

When closures fail, customers switch their purchases to a better packaged product. There are no lost sales with Thorn Tite Tops. The sales appeal of Thorn Tite Tops is so sure, their utility and efficiency so positive, you should give your product this competitive advantage.

Send us samples of your present cans. We will be pleased to equip them with Thorn Tite Tops and return them to you for your inspection without any obligation whatsoever.

THORN TITE TOPS inc.

NEW YORK, 202 E. 44th St.—VAnderbilt 3-7480

This Practical, Brilliant Display Unit Completely Sold Out the Merchandise . . .



Possibly you saw the colorful National Carbon Company counter display before the stock was exhausted. Here was a merchandising unit—five flashlights for display and three reserve—using folding cartons with transparent coverings, in a set-up tray, equipped with display card.

This was a Warnercraft job—designed and constructed by us to meet the specifications of National Carbon Company for a complete display package. Their estimate of the appeal of this holiday package was correct, for it met with exceptional demand and dealers reported a complete sell out.

You, too, may have merchandising ideas that require packaging knowledge and special construction. Why not discuss your packaging with us?

WARNERCRAFT

FOLDING BOXES

SET-UP BOXES

DESIGNING SERVICE

THE WARNER BROTHERS COMPANY

BRIDGEPORT CONNECTICUT 200 Madison Avenue, New York—Ashland 4-1195





That in the last three

RICOTE wins again!



The time in four years, Artcore onnes through in Puckage Competition with another Gold Award.

Suspension, which have ous Group lancous Group have built had been supplied to the supplied to

by the Pioneer, CECCTE. Gold the Misceltime that the patterd with a

ARTCOTE is today—as it always has been—the superior Pyroxylin Metallic Coated Paper. You can achieve the distinction and sales success that ARTCOTE so obviously brings to a package only by specifying ARTCOTE by name and refusing be satisfied with an inferior substitute.

TE PAPERS, INC.

CHEVENSTON, N. J.

Chicago

Los Ameder





For the second successive year ARROW is awarded a first prize in the All-America Package Competition.

The 1936 SPALDING box is important not alone because of the design, but because of the merchandising ideas that went into the planning of the box.

This famous sixty-one year old athletic goods house, makers of official equipment in practically every field of sport, and the first to manufacture in the United States such items as basketballs, golf balls, golf clubs, tennis balls and other items, visualized the importance of selling as Christmas gifts, golf balls so attractively boxed and so uniquely put up as to invite winter sales on a summer item.

Accordingly, the box was designed, not only to display Spalding golf balls in a box that had re-use value, but also to feature prominently a book on golf instruction, especially written for this merchandising unit by "Bobby" Jones, the game's great master.

ARROW and A. G. SPALDING & BROS., and BOBBY JONES combined to make this gold award winner.

ARROW

MANUFACTURING COMPANY, INC.

Fifteenth and Hudson Streets, Hoboken, N. J. Telephones - REctor 2-1251 HOboken 3-8472

KEEPS DOLLY'S COMFORT

A DOLL BABY COMFORT JUST LIKE MOTHER'S

DOLLY

DOLLY'S COMFORT

TO SED BY VODERS

A Minner

From an ordinary mist-grey box with an end label for identification, to a folding carton that was awarded the BRONZE MEDAL in the ALL-AMERICA PACKAGE COMPETITION, is an example of how the R-T-G Creative Department has built quality, protection, display value, national recognition and strong selling power into a manufacturer's product.

This same staff of professional package engineers offers to you its service, based on years of successful experience.

THE RICHARDSON-TAYLOR-GLOBE CORPORATION

CREATORS, DESIGNERS AND MANUFACTURERS OF DISTINCTIVE FOLDING CARTONS 4508 West Mitchell Avenue . Winton Place . Cincinnati, Ohio





Fresh Cucumber Pickles—yes, and sweet, sour, or dill pickles, too—retain their original crispness and firmness when protected by VAPOR-VACUUM* SEALING.

The perfect hermetic seal provided by this faster, more economical process, prevents loss from slack fill—breakage—or from caps blowing off in process of sterilization.

Vapor-Vacuum Sealing permits no loss of solution—no scum mold formation—no corrosion of cap. It speeds production as it speeds sales—with a better looking package and a better tasting product.

*Trade Mark of White Cap Company

VAPOR-VACUUM* SEALING

UN CAPPED.

NEW YORK CITY

SO"

CHICAGO

SAN FRANCISCO

LONDON, ENGLAND



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IT is a very typical human failing to yearn for "the good old days"—the days when the winters were colder, the girls prettier, the men more heroic, the fish more plentiful and everyone, so we would think, far more happy. And thus we find editorial writers singing the virtues of the country store, where everyone sat around a glowing stove—sizzling from a well aimed expectoration—while the storekeeper measured out pounds of sugar from the bar'l.

Unfortunately, the stove, the store and the storekeeper have all had their economic base cut from under them, and with this has gone an era leaving only a nostalgic legend.

Thus, were it necessary to justify modern packaging practices—and were no other justifications ready at hand—the case could yet be won by the simple citation of the facts relating to storekeeping.

What was the economic background of the local store, country or city, of 1880? It was privately owned and privately operated by one of your father's neighbors. He could be trusted to give fair weight, up to a reasonable point—and to sell sound merchandise, again up to a reasonable point. A very large part of his merchandise was taken in exchange. He took foods from local farmers and served as middleman in trading these to townspeople. And thus, few indeed of his wares were packaged, except by himself in containers whose sole function was to carry the goods.

In contrast, your wife buys her groceries from any one of a dozen markets in the vicinity of your home. That vicinity has, in the meantime been broadened by the extension of her shopping range from that of a pedestrian to that of a motorist. And the markets she patronizes are merely depots for the final distribution of products which found their origin on farms a hundred, a thousand or three thousand miles away from your home.

Under such circumstances, she neither knows nor trusts the local merchant in the sense in which grand-mother knew and trusted her old family friend, the storekeeper. She judges quantity by the figure on the

label, quality by the brand name on the goods and sanitation by the fact that the goods are sealed before shipment from the packing plant.

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In short, with an increasingly smaller number of exceptions, your family food purchases are dependent upon a remote control process itself dependent almost completely upon that complex of measuring, shipping and preserving conveniences we term packaging.

Behind the bald fact of change in merchandising lie a whole series in changes of our economic way of life, changes that demanded packaging and to which, in turn, the speedy development of packaging means and processes added impetus. The basic change has, of course, been in our increasing ability to produce goods. Industrialization has, on the one hand, increased the percentage of the people divorced from the immediate production of foods for their own use and, on the other hand, decreased the number of farmers necessary to supply the rest of us with a food source. Thus, in 1890, a farm population of almost 36,000,000 was required to produce the foods and fibres necessary to feed and clothe themselves and twenty-seven million non-farm dwellers. Today, on the other hand, only forty-four million farm dwellers are needed to provide a far higher average standard for seventy-seven million non-farmers.

Thus, for a far vaster proportion of us, the access to the raw food materials is today only gained after they have passed through a process of measurement, transport and preservation.

Meanwhile, a correspondingly larger portion of our national production has gone into the making of other than food products and these, in turn, have very significantly affected the buying habits of not only the urban population but also of the rural population. It too has grown more and more dependent upon processed foods for its sustenance. The farmer who grows all his own food—or even a major portion of it, is definitely gone—for better or worse. He too, today, buys most of his foods—not to mention other products—in processed, measured and transported form. In short, in packages. Here, he has been freed from the necessity of relying upon his garden patch and his wife's ability to set aside preserves for the winter, largely by industrial changes that have provided not only the availability of the packaged goods but also the means of reaching and selecting these. The cross-roads store and the garden patch have passed in favor of the farm-to-market road, the automobile and the shopping town, often twenty to a hundred miles beyond his former radius of shopping.

This ability to "go to the goods" can be clearly appreciated, statistically, when we consider the automobile ownership of typical farming states.

Obviously, these farmers are far different farmers from those our grandfathers knew. They grow one or two crops for the market, they buy in the market all the other goods they use and they use far more varied goods, of every description than their grandfathers did. To all intents and purposes, their purchasing habits resemble those of city folk far more than they do those of their own predecessors.

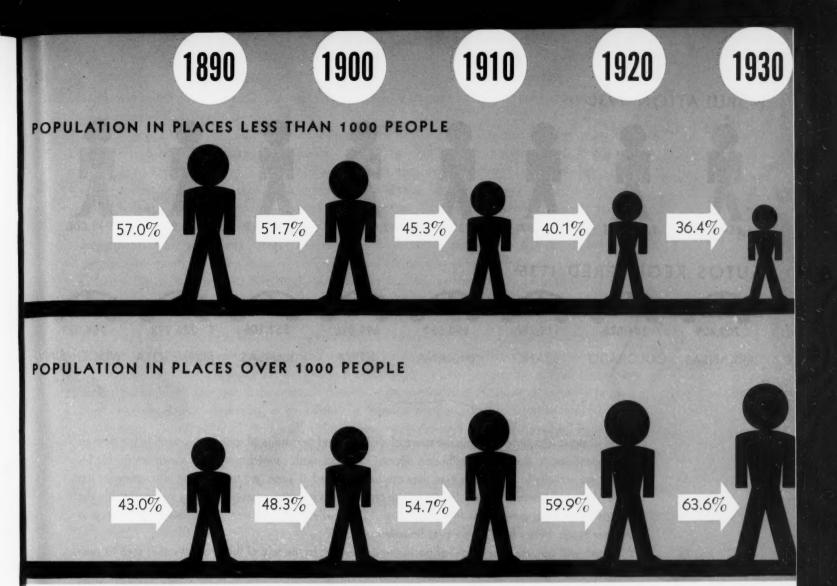
Meanwhile, in the cities another change has been going on. In place of the old-style family built around a single breadwinner, with one or more women spending their entire time in cooking, baking, cleaning and mending, we have an ever increasing proportion of the family engaged in work for wages. Thus, while the proportion of men gainfully occupied has remained almost stationary for nearly thirty years (discounting depression unemployment) the proportion of women in industry has increased by over fifty per cent and continues to increase. The wife who works is no longer the exception and even the working mother now presents problems for social agencies. Parallel to this change in family life comes a change in homekeeping habits, reflected in food purchases by the trend to the most easily prepared foods, i.e., to canned goods and similar items. Thus the economic justification of the Campbell Soup Company is to be found, in large part, in the sheer inability of a working woman to spend the time it takes to cook her own soups.

This change in the habits of family life is reflected in a number of other ways. Home ownership has decreased and tenancy mounted, particularly in the more congested cities. Thus in New York City, of 1,722,000 families, less than four hundred thousand own their own homes while on Manhattan Island, the heart of New York, less than fifteen thousand families out of 468,000 occupy self-owned homes. This means that people occupy less space; the storage cellar for preserve jars is a thing of the past in cities, being replaced by the kitchenette with its small shelf space for canned goods.





"Old Timers," by courtesy of Robert Gair Company



Thus, particularly among foods, we find the economic basis for the growth of packaging in the increasing removal of the consumer from contact with the producer of the goods.

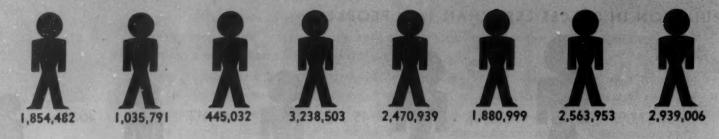
Now, some may hold that this is not a desirable tendency. Its social implications are far too complex to permit of discussion within the confines of a single article (books have, indeed, been written on the subject, by the dozen and gotten to no generally accepted conclusion) but certain implications and generalizations can be drawn from the facts cited.

Packaging has filled a void by providing new standards for judgment of products, particularly food products. You can't short-weight a can of soup and get away with it. Increasingly stringent standards of quality—set both by the Government and by the processors themselves—serve to identify and classify products far better than the old-time housewife could in purchasing or exchanging articles at the local store. Preservation in cans and jars and by means of freezing processes makes available out-of-season products at prices within the reach of income groups to whom they were formerly prohibitive—while, at the same time, tending to assure the farmer a lessened dependence upon glutted markets during the harvesting season. Finally, transportation in preserved form or packaged form is possible over far wider areas, thus broadening the market, making foods available on a wider scale and tending to even out the range of price fluctuations.

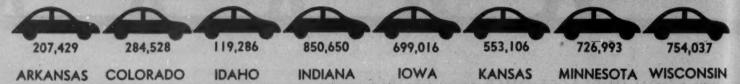
All of these considerations apply most strongly to canned or bottled foods, yet they apply likewise and in almost equal measure to other foods and to many of the staples of the kitchen such as flour, crackers, salt, sugar, etc.

In the case of such staples, another factor enters the picture. Packaging actually decreases costs. Consider, for instance, the losses involved in ladling out a barrel of sugar in pound paper bags—time, labor, bags, spoilage, lack of sanitation, etc. Contrast this with the speed of packaging machinery, filling half a

POPULATION 1930



AUTOS REGISTERED 1935



barrel of sugar into cartons within the space of a minute, and permitting of speedy shipment, in the desired small quantities, to the local distribution depot. So, too, with canned goods. Canned soups, for instance, are actually lower in cost than they can be produced at home and this without allowance for the value of the housewife's labor. So, too, with crackers and biscuits, where packaging makes possible the economies of mass production in manufacture. Obviously, in such cases, the package is the key to cheaper foods, better foods and easier housekeeping.

But, some will object, a great deal of packaging is devoted to the sale of the product rather than its protection. Thus, packagers spend large sums in dressing up the appearance of the goods and thus increase the prices paid by the consumer. In the food fields, certainly, this process is not carried very far. Fully ninety per cent of the cost of the average food package is the cost of providing protection and only ten per cent, if that much, is for identification, advertising-on-the-package and decoration. In other fields, where this tendency to elaborate the package is carried further, it serves other functions and provides other satisfactions, well worth the extra cost. For the packager, far more than the maker of unbranded or unpacked goods, competes with all the world. As his goods develop the ability to travel farther, they meet the goods of more and more other packagers in competition and thus cannot afford fol-de-rols of selling that do not provide the user with a satisfaction worth the price.

Perhaps the greatest resentment against packaging is to be found in the field of pharmaceuticals. Here the situation demands analysis. It is true that there are literally thousands of patent preparations, identified by their packages. It is likewise true that many of these are not desirable and some of these definitely dangerous. But it is not the package that makes them so nor the package that makes their sale possible. For one manufacturer who prints a misleading claim upon his package, there are hundreds who do not. The condition here, while requiring perhaps stringent regulation in the interest both of the consumers and of the ethical manufacturers is one that bears no relation to packaging itself. In fact, the fight today is to extend to advertising the regulations which have so largely eliminated misrepresentations carried upon the package.

On the other face of the coin, packaging has produced some remarkable developments in the pharmaceutical field. Consider, for instance, the problems solved by package suppliers, connected with the development of vaccines, antibodies, antiseptics, etc.—preserved for extended periods in their original purity only thanks to perfected packaging processes. Consider, too, the lowering of costs of all pharmaceuticals which packaging makes possible—in a field where thousands of items restrict the average retailer to a limited stock of each and where stock limitation is possible only because the packaged product can provide, in small units, the economies of large-scale manufacture. Finally we have the convenience of hundreds of pharmaceutical packages as items of use, as in the case of stoppers, applicators,

individual sealed packages, etc. Clearly, in the drug field, packaging bridges the gap between an age of ignorance and modern medicine.

So, too, in other fields, the package serves distinct economic functions. It lowers retailing and whole-saling costs by decreasing deterioration losses. This was amply illustrated during the 1936 floods (and probably repeated in 1937 in the Ohio Valley) where practically the only merchandise saved from flood waters and resulting contamination was a high proportion of packaged goods.

With the passage of time, packages have taken on secondary functions. Some are rather ludicrous, as for instance, the function of a package in serving as evidence of purchase of a product for radio-contest entrants. Others, particularly package re-uses, provide definite values for the consumer, values which the consumer gladly pays for after open demonstration of the package as an integral part of the value purchased. Naturally, with frivolous products, packages may be expected to adopt a similar frivolity. And highly priced luxury items often display just this tendency towards elaborate decorative packaging that is not, in any large measure, necessary for the transportation, protection or identification of the product. But, even here, the package serves an economic function since it acts as a display case for the valuable or costly product—a token of the expensiveness, delicacy or luxuriousness of the item within.

Yet, in spite of their prominence in Fifth Avenue windows, such packages are but a minor part of the general packaging picture, just as the products they house are but a drop in the ocean of industrial production. The real base of packaging, as an industry, is found in the packages for everyday things—foods, drugs, cigars, cigarettes, etc. And within this region, packages have more than justified themselves. They are essential parts of the modern mass production complex. They make possible mass distribution from a central point. They have made possible the setting of quality standards—both through Government regulation and, in even greater measure, through the brand which they affix upon merchandise. And finally, they permit of lowered costs—in manufacture, in shipping, in handling and in sale.

THE PACKAGE CAVALCADE 1057

THE UNEEDA BISCUIT package was both innovative and revolutionary, marking as it did the transition from an industrial nation of producers to one of merchandisers. Its introduction, in 1899, made obsolete all predecessors, including the famous cracker barrel.

Consider then this all-important Uneeda Biscuit package. In construction it was a pulpboard carton, treated to resist moisture, folded around a paraffin paper lining, containing the crackers, and sealed on the ends with the famous "In-er-seal." In contrast to the barrel this

Landscape or Chinese decorations gave this "roll top" canister the necessary flash for 1880 grocery store shelves and counters. Courtesy, American Can Co.







carton was a consumer package, designed to carry and protect the product untouched and unexposed from manufacturing plant to ultimate consumer. In size and shape it made transportation, storing and dispensing easy, safe and sure. Unlike previous packages containing products which lost their identity on their travels from maker to user, the Uneeda Biscuit package preserved its brand identification; it made repurchases easy and certain; in itself it became a trade mark. In the long series of litigations which followed-for widely it was copied by competitors—the sponsor of this package definitely established a producer's right for package individuality and to the use of features of his package decoration as a trade mark. In its use of a medieval Venetian printer's mark on the end labels, and of a sixteenth century Grolier binding as the motif for the border of its main panels, it was one of the very first consciously designed packages. By any measure that may be set for it, the Uneeda Biscuit package was a complete, modern merchandising unit.

The Uneeda Biscuit package may, in fact, be considered as one of the three factors which completely changed the technique of American business methods. It was prophetic in its anticipation of the country's change from a predominantly rural to an urban people. The first factor unquestionably was the canning industry, which dates back to 1821, when William Underwood began packing fruits, berries and tomatoes in Boston, followed by the canners of fish and fish products along the Atlantic Coast, around 1840, and Gail Borden, who took out a patent for canning milk in 1856.

The canning industry has been appraised as, in reality, a transportation industry, engaged in the transmission of food energy from the place where the food is raised to the kitchen of the consumer. It is safe to say that no discovery has had a more beneficial effect than that of the modern method of preserving foodstuffs. It levelled out bumper crops, it cancelled famines and permitted the development of metropolitan civilization, remote from the nearest source of supply. Our cities have been

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Sixty-seven years of progressive packaging by Colgate: fine toilet soap boxes (1869); tin tube for tooth paste, made in Germany, with paper label (1891); early carton containing printed collapsible tube (1904); and ribbon dental cream package, made famous by slogan "we couldn't improve the product, so we improved the package." Step by step development of other famous products in Colgate line





Evolution of Mennen talcum powder package from first turn-top sifter can (1888), through oval shape (1909) to present square can. Lather Shave, a cream in a collapsible tube, which revolutionized shaving in America, as it originally appeared (1912), and at present. Mennen's Talcum for Men, first exclusively masculine toilet preparation. Five step transition of Sweetheart Toilet Soap carton for the ornate vogue of the 80's to the merchandising package of today

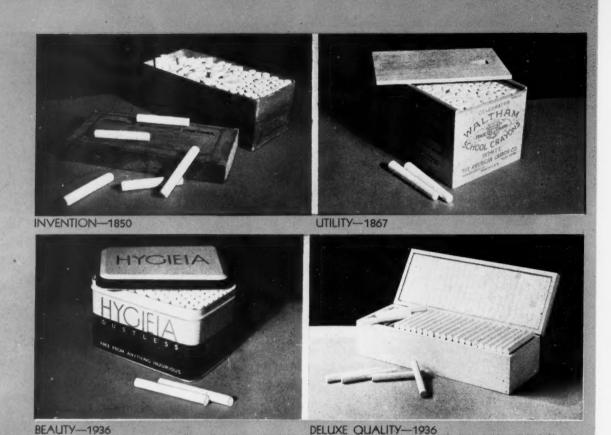
built and are completely dependent upon the products which come to them in modern packages.

The third factor, of comparatively recent discovery, was the invention and practical application of the electric refrigerator, bringing to city, town, village and farm, to the housewife as well as the dealer, a safe, economical and positive method of storing and preserving foods for indefinite periods.

Early American industrial efforts, prior to the Uneeda Biscuit innovation, were primarily concerned with finding ways and means of manufacturing needed articles. These were readily purchased without too close scrutiny as to their quality, workmanship, sanitation and utility value. Demand far exceeded the available supply. And, with migration moving farther and farther Westward, and being primarily agricultural in character, there was little trouble in disposing of all available manufactured goods. While manufacturing had been local in character, development of improved transportation laid the groundwork for manufacturing plants along the seacoast that could supply the local demand and that of the growing Western population.

"Production, more production and even more production" was the crying need, on all sides and among all industries. There was no packaging problem, for example, when crackers were baked, delivered to the storekeepers, and in turn consumed, all within the space of a week. But when production had been organized to produce more than immediate needs, when it was a matter of weeks and months before the product finally reached the ultimate consumer, packaging needs came very much into evidence. The primary requirements were protection against breakage and the damaging effects of moisture, dirt and multiple handling. Packaging, as it is known today, thus owes its origin to this transition from purely local institutions to sectional, multi-sectional and finally national, manufacturing and distributing organizations.











Blackboard crayon packaging keeps step with changing distribution methods: paper box, when invented (1850); high utility wooden box (1867); beautiful lithographed tin container for improved dustless product (1936) and new hinged-lid wooden box for high quality crayons (1936). Retail store interiors showing changes from "the good old days" to the present. All photographs by courtesy of American Crayon Company

The healthy competition set up between products made in factories and those habitually made in the home was the real urge to improve the form, shape, appearance and general utility of commercial products which was entered into by all kinds of manufacturers. The race for product superiority was further stimulated by growing numbers of individuals setting up little plants and competing for the existing and growing business. But this situation was not confined to the product manufacturers-it was equally true with package suppliers. As packaging materials increased in number and variety, the latter began experiments to find new and improved packages to interest and sell their customers who were becoming more critical and demanding. And, finally, while hand-made packages could readily be made in sufficient volume to supply local needs, when the demand increased and machines began turning out larger

volumes than had ever before been dreamed of, the answer obviously rested in the development of automatic methods to accelerate the movement of goods.

As soon as the necessities of life had been provided for—food, shelter and clothing—there sprung up a demand for the luxuries. Thus, Colgate and Company, established in 1806 for the manufacture of laundry soap and candles, expanded its line through the manufacture of fine toilet soaps and perfumes, and after a few years successfully competed with the finest French and English products. While bulk packaging was satisfactory for the homelier products, such as laundry soap, these finer and more expensive products demanded individual packaging, to create the proper impression of quality, distinction and value, and thus compete with the foreign products. As a single example, the general trend towards product improvement and refinement led to the

discovery that a dentifrice made in the form of a cream or paste enclosed in a collapsible tube, provided greater consumer convenience and utility for the consumer than the hard substances over which they were forced to rub a moist tooth brush. Around 1890, tubes, fashioned from tin, were imported from Germany, for this purpose. It was not until after 1903 that American-made tubes, with the printing done on the metal, were utilized for Colgate's Dental Cream.

Aside from these luxury items bulk packaging was the order of the day. The grocery store dispensed tea, coffee and spices from highly ornamented counter, shelf or floor dispensers; flour and sugar were weighed out of the barrel; butter and lard were cut in small slabs from tubs weighing fifty pounds or more, placed on small wooden plates and wrapped in heavy paper; while vinegar, molasses and kerosene were emptied into any type of container available, or the jug or can the consumer brought in, with a potato for a closure as the crowning feature on the "coal oil" can.

The drug store was properly known as a chemist's shop, for since physicians relied largely on prescriptions the druggist spent most of his time putting them up. In his odd moments he compounded, from his own formulae, various cough syrups, laxatives, ointments and lotions. The whole neighborhood had faith in these local preparations. Quite rare indeed was the home without its bottle of cough medicine, right handy on the kitchen shelf.

In the hardware field little was offered in small-unit consumer packages furnished by the manufacturers, with the exception perhaps of tacks. The expression, "a paper of tacks" came from the early method of placing a small quantity of tacks in a piece of paper which was then folded and tied with a string. It was not until 1885 that Bird & Son, East Walpole, Mass., improved upon this method by taking a piece of hardware paper, cutting and scoring it into the shape of a folding carton, hand gluing the flap, and completing the unprinted package with an end label.

The slide handle on Bixby's "spit polish" can of 1886 kept fingers clean, but the covers stuck tight and required a knife blade to open, giving rise to auxiliary openers, as illustrated, which were in turn made obsolete by present riveted key openers. Shinola combination package (1900) a bottle of liquid, and a can of paste packed in a carton. Cake of white shoe cleaner, with sponge, develops from paper box to a special metal two-piece tin container for consumer convenience





WIYPOLISH











The ingenuity which nineteenth century American pioneers showed found a counterpart in the inventive and scientific genius of the succeeding generation. Together they are responsible for the development, refinement and ready availability of the multiplicity of improved products which serve our everyday needs. Focusing their thoughts and endeavors on the job of producing goods they succeeded to a point where industrially America is the envy of the world. And in the process they so materially improved our standards of living that they bear but slight resemblance to those existing at the close of the Civil War. Machines, power and transportation joined forces to bring production equal and ahead of demand. The next, and perhaps most difficult problem to face the nation was that of distribution, a problem which could only have been solved by

the development of the modern package.

Probably no organization in the country has witnessed, within its lifetime, as great a change in the distribution and packaging of food products as has The Great Atlantic & Pacific Company. Noting the exorbitant prices which were being asked for bulk tea, George Gilman, a leather merchant, bought a quantity of it back in 1859, and with a supply of coffee and spices opened up a little red-fronted store in what is now "down town" New York. Retail prices were much below current offerings, and the business prospered. Gilman's partner, George Hartford, saw tremendous possibilities in the venture and soon bought the business. By means of premiums, consisting of colorful and highly decorative china, crockery and glassware, he popularized his store, and induced his customers to form clubs, for the purpose of pooling their premiums. Inasmuch as some of his customers lived in New Jersey he soon opened a store over there for their convenience. Tea was packaged in one-pound units and always sold at wholesale prices. As the business grew additional "branch retail houses" were opened to serve outlying club members, with the result that by

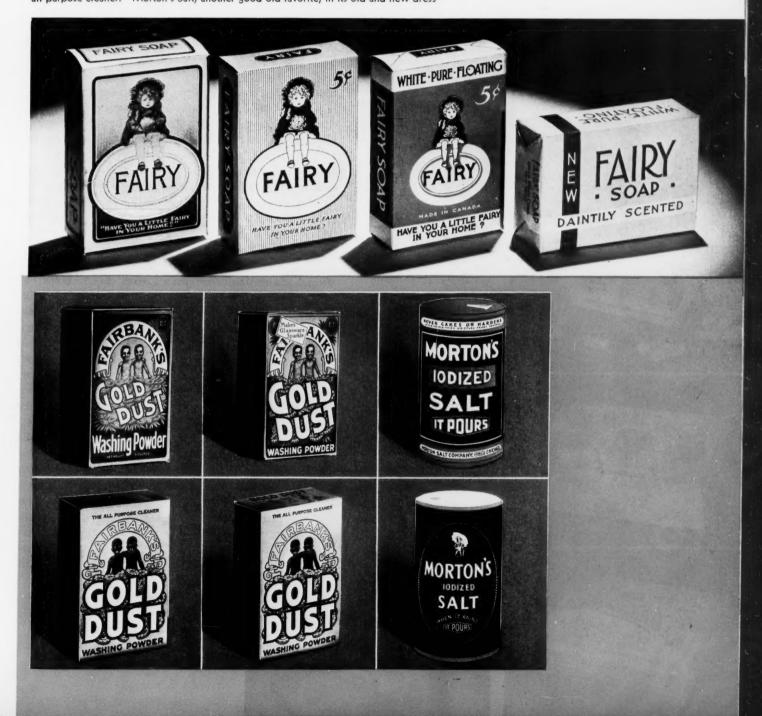
Liquid shoe polish cartons in their progressive design stages. "2 in 1" Shine Kit facilitates keeping shoes clean and shined. Early Shinola bottles were tall and thin and tipped easily, but now have broad bases to prevent tipping and spilling. Conscious study and effort in packaging inks, over last forty years, has resulted in more attractive, convenient and eco-nomical bottles, closures and cartons. Contrast readily apparent in early and new Carter fountain pen ink and Koal Black Ink packages

1867 there were sixty-seven red-front A & P stores. By 1912, when the business boasted of almost five hundred stores, Mr. Hartford instituted the "cash and carry" system of food retailing, still further carrying out the original aims of the business to distribute foods at the lowest possible prices consistent with quality. Today over fifteen thousand A & P stores, doing business in excess of a billion dollars annually and daily supplying the needs of over five million families, testify to the accuracy of Mr. Hartford's predictions back in '69.

Turning to fields outside the food industry two stand out predominantly from a packaging standpoint—cosmetics and drugs. France for centuries led the world both in the production and appreciation of perfumes. However America has outplayed France at her favorite game—beauty—which is the prized possession of both

young and old. In fact it has been said that cosmetics are the foundation of the American home, serving first to enable the young lady to catch a husband and then to keep him. But the difference between the French and American manufacturers has been that while the former excelled in their ability to create exquisite and rare odeurs the latter excelled in their ingenuity in making cosmetics which would meet the requirements and purses of all classes and profitably distributing and merchandising them. A dram of an elusive odeur retailing for several dollars is excellent for exceedingly limited classes of consumers, but American industry is concerned with merchandising to the masses. Hence small units, reasonably priced and exquisitely packaged have appealed to American women and accounts for the fact that they annually invest almost a billion dollars in this

"Have you a little fairy in your home?" was well known to the older generation, denoting a fine, unscented toilet soap. Note evolution of Fairy Soap package from printed carton to wrapped cake. The famous Gold Dust Twins, originated about 1887, have moved to the sides, back and top of the package, showing the wide variety of uses for this all-purpose cleaner. Morton's Salt, another good old favorite, in its old and new dress



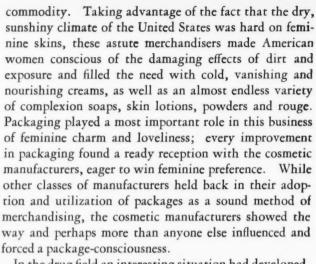










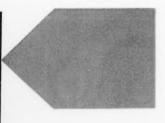


In the drug field an interesting situation had developed. Inasmuch as doctors relied largely on prescriptions to remedy the ills they found in their patients, it was natural for many economically-minded individuals to diagnose their own ailments and attempt their own remedies. While the doctors disapproved this business of people dosing themselves the custom prevailed, and gave rise to all kinds of quacks. An examination of early publications reveals many strange remedies-strange only in the wide diversity of human ills they professed to cure. As the result of the efforts of the American Medical Association strict investigations were instituted, with the result that most of them were withdrawn from the market. Present patent medicine advertising is more respectable, but is lacking the glamour and promise of the early cure-alls.

On quite a different plane were many drug products which owed their beginnings to the compounding of local druggists. Smith Brothers cough drops made their appearance in 1847, to answer the prevailing need for a remedy which could be more conveniently and pleasantly taken than cough syrup. William Luden, of Reading, Pa., followed soon after with a menthol cough drop. Mentholatum originated with A. A. Hyde, a bank clerk in Leavenworth, Kansas, in 1872. Vick's Magic Croup Salve was the product of Lunsford Richard-

A box of Whitman's was the height of good taste when Grandma was a girl, and still is, due to packaging excellency, even among our fast-stepping and sophisticated "moderns." Shown are two early Whitman boxes, the present Sampler box and (in open view) original and present Sampler boxes





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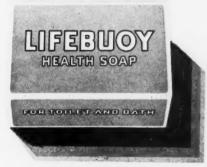
son, a druggist in Greensboro, N. C. Musterole, simply a modern version of the old mustard plaster, was developed by an obscure Cleveland drug clerk. And the famous Vegetable Compound, universally used, resulted from the panic of 1873, in which Lydia E. Pinkham's husband lost his small real estate business in Lynn, Mass., and to help tide matters over his wife mortgaged the home to raise money to seriously market a vegetable and alcohol compound which had proved helpful to her neighboring housewives.

There may be some who will remember that messy concoction of lamp black, molasses and paraffin, wrapped in a piece of paper, which served to blacken the shoes of our early "dandies." Bixby's, introduced in 1869, was a decided improvement, but it required plenty of spit to soften the paste, and plenty of elbow grease to produce a shine. While the round flat tin in which it was packaged was an improvement over the paper wrap, the cover fit so tightly it required a knife blade and plenty of perseverance to pry it open. As one of the first consumer-conveniences these cans were equipped with a slide handle by the use of which it was possible to shine shoes without dirtying one's hands. But the cans had raw edges and it was not infrequent that users cut their fingers on them in the process of opening and using the polish. In 1900 the now famous Shinola paste polishes appeared on the market. These employed high grade waxes, newly developed solvents and specially prepared dyes and produced a brilliant shine with little effort. Soon after Shinola introduced a combination package, consisting of a squatty round bottle of liquid dressing with a small tin of paste polish, both packed in a carton completely covered with copy. In order to overcome the difficulty of opening the tin can they offered a separate key, resembling a piece of Chinese currency, which could be more safely and easily used than a knife blade. As additional items were added, all sizes, shapes and kinds of bottles were used, some with ordinary cork stoppers, others with applicators attached to the cork, still others with metal tops, with applicators fastened







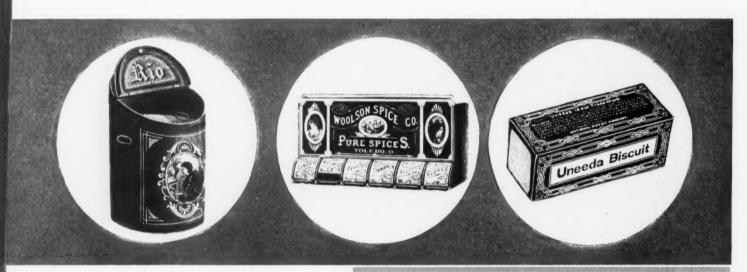


to the bottles with string. 2 IN 1 shoe polishes offered the growing shoe polish consuming public a still further improvement, in 1902, their claim being that the paste possessed both cleaning and polishing properties. The key was improved somewhat, looking much like the present beer can opener.

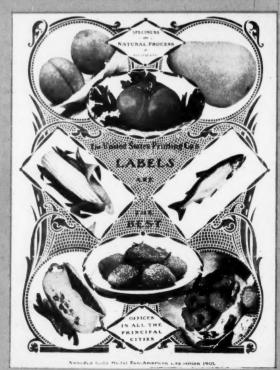
But it was not until after the World War that real improvements were made in the package, with a key opener fastened to the tin by means of a rivet. This, too, went through a process of refinement, emerging with the efficient opening device now used on all shoe paste polishes controlled by the Hecker Products Corporation. In the packaging of liquid shoe polishes tall flat bottles replaced the squatty, ugly ones of an earlier period. While these were good looking they tipped over easily, due to the narrow base. They were in turn replaced with specially designed bottles which had broad bases to avoid any possibility of tipping over and spilling the contents. Product research and development progressed with the improved packages, so that today one needs look no farther than the Shinola family to find a polish, dye, dressing or cleaner for every conceivable type of shoe, each packed in a convenient, satisfactory package.

The discovery of the safety razor, about the opening of the twentieth century, sounded the death knell to the beards and moustaches which adorned the hirsute visages of males during the preceding years. King C. Gillette, while working with the Baltimore Seal Company (now the Crown Cork and Seal Company) hit upon the happy idea of a product which after use would be thrown away and would compel customers to make repeated purchases. In 1903, the first year of operation of the Gillette Safety Razor Company, constant experimenting prevented the sale of many razors and blades. However, production difficulties soon ironed themselves out, male consumers readily adopted the new idea, and it is a matter of record that before the company's patents expired they had sold well over a hundred million safety razors and several billion blades.

The transformation of American males to a clean-faced, self-shaving nation had far-reaching effects on other industries. Before the daily shave became a fixed habit it was considered effeminate for a man to use anything akin to a toilet preparation. A straight edged razor, a can of tooth powder, a brush and an ornate shaving mug, with a cake of Williams' (Continued on page 290)



When Uneeda Biscuits first made their bow to the American public, in individual packages, spices, sugar, flour, tea, coffee and other similar grocery "staples" were dispensed from ornate floor and counter canisters such as shown above (illustrations by courtesy, American Can Co.). At right: appetizing, full-color can labels at about the opening of the century, lithographed by the predecessors of The U. S. Printing and Lithograph Company



--- AND GREAT OAKS GREW

IT'S A FAR CRY from the old Town Crier, with his bell, calling his announcements along sleepy streets, to the modern radio which, simultaneously and instantaneously, gives the world word-pictures of the latest news of flood calamities and national elections. Yet the contrast is no greater than many of our older generation have witnessed in the packaging of all manner of products during the past fifty years.

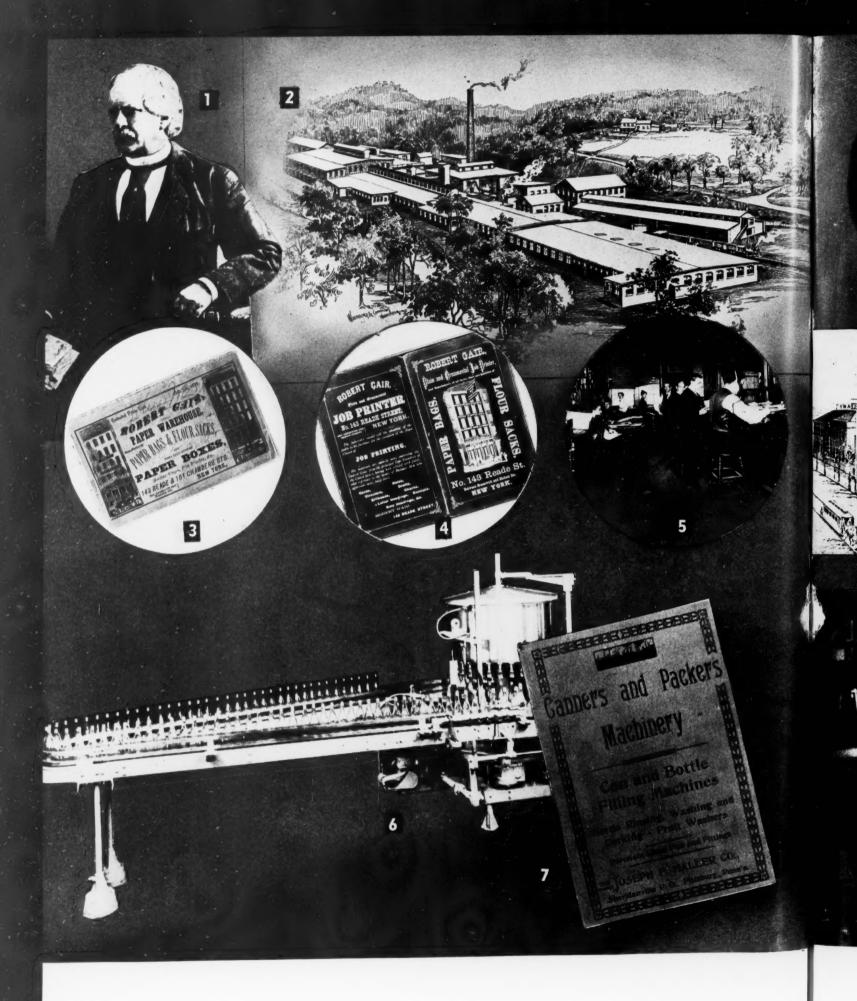
Tremendous increases in our population, increased wealth and buying power for the individual family, and higher educational and social standards, have all exerted their influence on America in its development from a self-sustaining, rural and agricultural people to a dependent, urban and industrial nation. In our appearance, our thinking and our methods of living we have materially changed, and in this evolution, consciously or otherwise, we have individually and collectively been seeking an easier, more satisfying and altogether more abundant life for ourselves and our children.

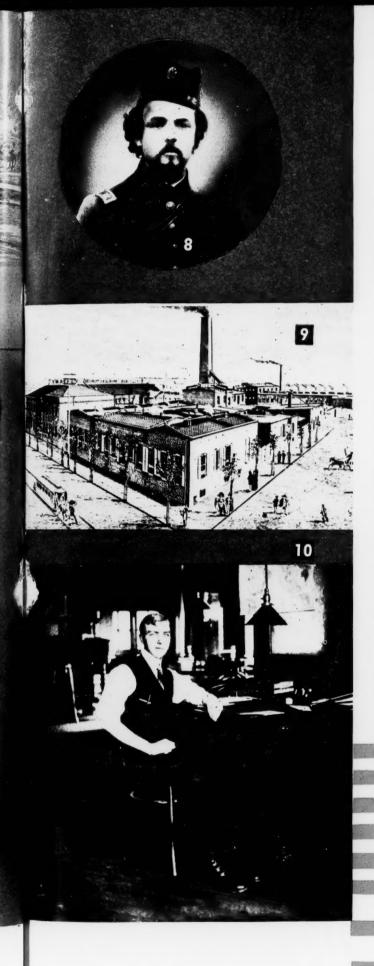
To the ignorant masses, merely eking out an existence, there is little left to choice. But to the better educated the right to demand and choose are prized possessions. The former, in their hunger, gladly receive anything which promises to appease their ravenous appetites. The latter, out of their abundance, can exercise discrimination, selecting those things which meet their approval, completely ignoring those which do not. Hence bulk packaging survived during the period when the educational standard of the masses was low. But when it raised to new and undreamed of levels, tastes increased proportionately, and sanitation, convenience and other factors never before seriously considered asserted themselves and the bulk package became obsolete in the face of its successor.

When it is easy to give the major credit to modern packaging for the vast and improved changes which have come about in consumer goods, the industry as a whole owes a large debt to the inventiveness and progressiveness of the manufacturers of packaging materials and equipment. For without their accomplishments, inventions and developments in materials, methods and machinery, it is safe to say that modern packaging could not have attained the heights which it occupies today in the merchandising structure of American business.

As we of the present generation enjoy the fruits of the labors of these pioneers, it is fitting that we should occasionally review the ground that has been trod, so that we may the better appreciate our present blessings. For under the serene exterior of our present lives we occasionally hear condemnation poured on the machines which have relieved us of the misery of monotonous toil, and there be those abroad in the land who loudly disclaim our present advantages and cry aloud for "the good old days."

Among the earliest packages, which represent the foundation stones on which our industry is established, were those made of paper, tin and glass. Of these, the latter two were the first to show promise. It was in 1809 that Nicholas Appert, known as "the father of canning," was awarded twelve thousand francs as a prize for originating a method of preserving goods for the French army. His first experiments were conducted with glass bottles, stoppered with corks. The very next year, 1810, Peter Durrand was granted the first patents on the making of tin cans. And among all classes of modern packages, and they are even more important now than they were back in the early 1800's, there is none to outdistance those whose function is the





preservation and transportation of food. From these humble efforts, therefore, sprung those giants of American industry, the tin and glass container manufacturers.

The abundant supplies of raw materials for paper making encouraged this effort among the very early settlers. And for the thousands of dry products which were unaffected by changing atmospheric conditions, paper packages were at once easy to make, economical and ready at hand. In tracing back into history, such as this, it is to be expected that we shall find in many cases that the founders of businesses which later became important packaging manufacturers had no such purpose in mind.

Thus in the case of what is now the Fort Orange Paper Company, an important factor in the folding carton industry, this business was founded as a printing establishment in Albany, in the year 1897. To supply the print paper used in Albany, the son of the founder built a paper mill at Castleton on Hudson, in 1858, using the water power of the Mordenaarskill River. Prior to the time that the Federal Government had its own printing plant all Government postal cards were fabricated and printed at this paper mill. The first boxes made were those in which the postal cards were carried. Some years later, after the Government began printing its own cards, a merger was made with the Phoenix Paper Company, Brooklyn, which moved to Castleton to be close to its paperboard supply. This made the Fort Orange Paper Company one of the first plants in America to fabricate folding cartons at the paper mill. Early experience in both printing and box making proved an advantage and the business grew until now it produces from two to three million cartons daily.

Robert Gair Company, Inc., owes its beginnings to the paper jobbing business its founder established shortly after being mustered out of the Union Army on May 31, 1864. By 1871 the business included the sale of paper bags, satchel bottom parchment sacks, cotton sacks, and that of "plain and ornamental job printing." The first boxes made were described in the 1878 Gair Catalog:

- 1. Charles Van Benthuysen, founder of Fort Orange Paper Company.
- 2. Plant of Fort Orange Paper Company in 1910.
- 3. Robert Gair catalog and price list, 1878.
- 4. An earlier edition of Robert Gair catalog, circa 1871.
- 5. Interior of Robert Gair office, Brooklyn, in 1899.
- Horix twenty-eight valve automatic feed and discharge rotary filler which fills up to 325 bottles a minute.
- Early catalog of Joseph C. Haller Company, predecessor of Horix Manufacturing Company.
- 8. Robert Gair in Civil War uniform.
- 9. First building of Celluloid Corporation (1875), Newark.
- In the early days of Stokes & Smith Company, Carl E. Schaeffer was employed as a draftsman.

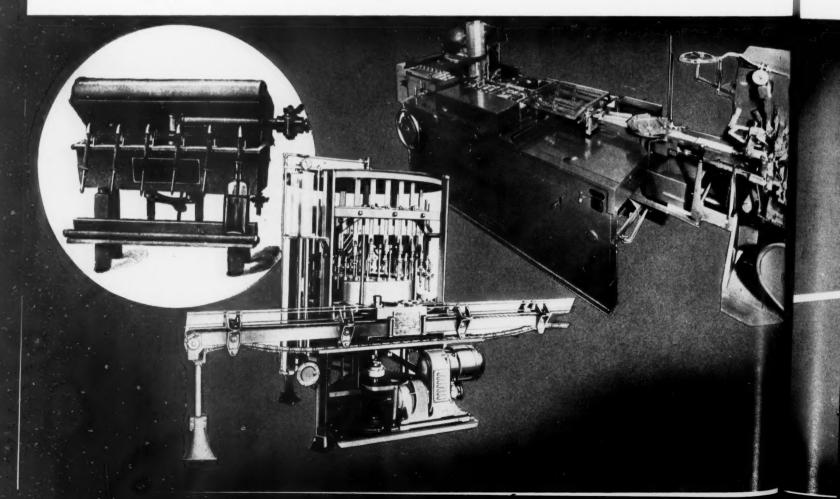
"New Style Boxes: being made of one piece of paper the cover is always in place ready for closing; they pack flat, thereby saving bulky freight, store room, and leave less surface exposed to danger to being soiled." The company motto-"If it's made of paper, we have it''-indicates the extension of the lines made and sold during the period up to 1910, when it disposed of all specialties and concentrated its efforts on folding cartons and containers. National Biscuit Company ("Uneeda Biscuit") and Atlantic and Pacific Tea Company were among its early packaging customers. Since that time the acquisition of new plants, both for paperboard manufacture and carton fabrication, has made it one of the largest in its field. It has lived to see paperboard production increase in this country from two thousand to over five million tons annually.

Another famous present-day carton manufacturer, The Gardner-Richardson Company, owes its beginnings to the inventive genius of George Harvey, who is still an active member of the company. Being dissatisfied with the unsightliness of inferior bleached manila boxboard that was being used in early cartons, he discovered a method of making a cleaner, whiter and altogether better sheet which he called patent coated board. Beginning with this step towards better packages in 1871, the company has continued its researches making two contributions in more recent years which have been marked improvements, one for its extreme whiteness, finish and beauty, and the other for protection of grease-containing products. While the business operated for many years as a board mill, the growing importance of packaging led them to enter the fabrication end.

Of somewhat more recent date have been the foundings of two other important factors in the folding carton industry: Container Corporation of America and American Coating Mills, Inc. The former organization, which is today the largest producer of paperboard and paperboard products in the world, combined two businesses, that established by H. Paepcke in 1882 and the J. W. Sefton Company, founded in 1888. American Coating Mills, Inc., it is said, is the world's largest producer of clay coated board, in which it has specialized since 1910. While originally operating as an exclusive board mill, with its acquisition of the Illinois Carton and Label Company in 1931, it enlarged its operations to include the manufacture of cartons.

Concurrent with the development of the folding carton industry was that of the set-up box business. Among the earliest of these was that established in Chicago in 1866, which developed into W. C. Ritchie and Company. This business showed early signs of specializing on certain types of packages, namely, small round face powder boxes known as the "fancy box' department, and the tube and can division. Because of its specialization it developed special methods and processes, culminating in the first automatic round box machines which produced drums, bases and lids from spirally rolled tubing and automatically assembled and papered them. In 1928, oblong fibre can production was started, with the acquisition of the Miller Fibre Products Company and its convolute winding equipment, which opened the way for the sale of spice, and similar cans.

A few years later, 1873, the present firm of G. A. Bisler, Inc., was founded in the East for the manufacture of fine set-up boxes. In one of the company's catalogs,



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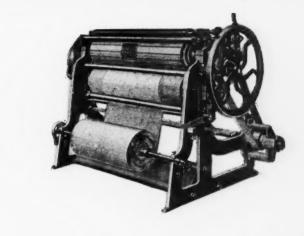
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dated 1890, are shown boxes which compare very favorably with more modern creations, being described as: "Boxes for Festivals and Entertainments" and consisting of chromo, fine shoulder, folded telescope, drum, knapsack, octagon shoulder, savings bank, and many others not unknown even today.

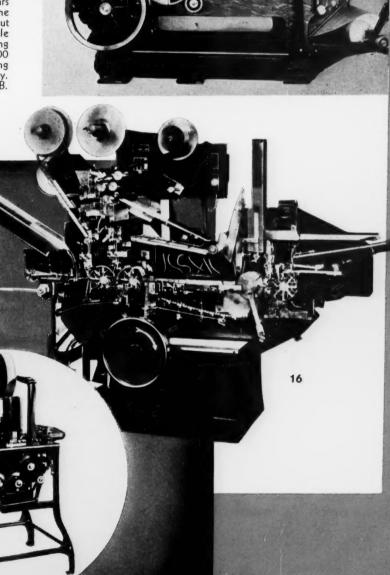
Another specialist in small, quality set-up boxes, which grew into one of the largest and best known manufacturers, is the F. N. Burt Company, Inc., of Buffalo.

Starting in 1886, it specialized in the printing of drug labels, which were attached to boxes bought from other sources and furnished complete to the drug trade. It was not until 1896 that the company began manufacturing boxes, first for the Larkin Company's soap boxes, and then branching out particularly in the direction of Turkish cigarette boxes. This soon developed into such a large volume business that special machines had to be designed and built to replace the former manual boxmaking methods. Setting up its own engineering department for designing special automatic box-making



11. Six-tube syphon filler made about twenty-five years ago by U. S. Bottlers Supply Company. 12. Modern thirty-six-tube rotary vacuum filler as made by U. S. Bottlers Machinery Company which delivers up to 120 quarts per minute. 13. One of the latest Redington continuous loading cartoning machines for Chiclets. It operates at 160 per minute. 14. One of the early Chiclet cartoning machines made by Redington about twenty-three years ago. Its speed originally was sixty packages per minute. 15. One of the first types of chewing gum wrapping machines built about thirty-five years ago. Speed was forty packages per minute, while 16 is one of the latest type rotary high speed chewing gum wrapping machines that wraps, seals and inserts the opening tab in 300 packages per minute. 17. Early rotary printing and re-winding machine made by Kidder Press, now U. P. M. Kidder Press Company. 18. Early effort at a web printing press. Photo courtesy of F. B. Redington Company.

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machines, it followed with its own machine shops, which have been responsible for the design and manufacture of all subsequent box-making machines used in their large plant.

As a natural development, with the establishment of growing numbers of set-up box plants, there was the manufacture of fine papers which might be used to cover the rough boxboards, and thus produce packages fully suited to expensive and gift items. Among these were two principal organizations, worthy of special mention:

Nashua Gummed and Coated Paper Company started in 1848 for the purpose of making and selling playing cards which were in great favor at that time. But the business never got started in that direction, due to the fact that the Rhode Island paperboard maker, who was to supply the material, being a minister, indignantly refused to assist in the making and distribution of playing cards. Abandoning that idea, the young company

- Six buildings from 1906 to the present date mark the progress of Pneumatic Scale Corporation, Ltd.
- Standard Specialty and Tube Company announced in an early circular "plain or colored and decorated tubes."
- An 1871 business card as used by representatives of the present W. C. Ritchie & Company.
- 22. The first plant of H. Paepcke Company—forerunner of the present Container Corporation of America.
- 23. The Cincinnati plant of Container Corporation of America is one of the many now operated by that company.
- W. C. Ritchie, founder of the present company which bears his name.
- The first shipping container sealer built by J. L. Ferguson as contrasted with 26, original method of sealing cases.
- 27. The gentleman in the iron hat is J. L. Ferguson.
- 1937 model of the Packomatic container sealer built by J. L. Ferguson Company.

turned to the manufacture of special treated and coated papers for box coverings, a line in which it has made extensive contributions to the packaging arts. It was a pioneer in trade-marked and other box covering papers,

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and among its wide lines today the waxed paper and transparent cellulose-printing divisions are of particular consequence.

Hampden Glazed Paper and Card Company began the manufacture of coated and printed papers in a small way in 1880. Sheets were pasted into boards by hand and hung up to dry on lines with clothes pins. However, the small American plants had difficulty in competing with the older and better established German plants, and it was not until the World War that they received their real opportunity. At that time, the supply of Germanmade papers was cut off, and the Hampden Company seized upon the opportunity to experiment with plain

papers giving them fancy surface effects, suitable for setup boxes.

From these slow, awkward and cumbersome methods have evolved present paper coating and testing machines turning out in continuous flow tons and tons of board, cut in sheets or rolls as ordered. These box covering papers, in every conceivable color and finish imaginable, took the ugly utilitarian paper boxes and placed them in the class where they became prized possessions of the most discriminating consumers in the land.

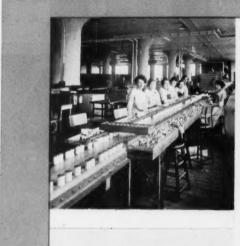
In addition to these paper packages, which took the form of either cartons or set-up boxes, another development, about the same time, opened new possibilities for

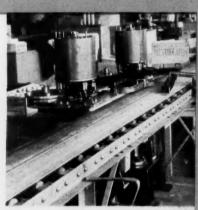


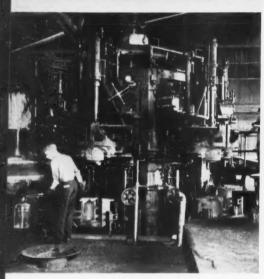




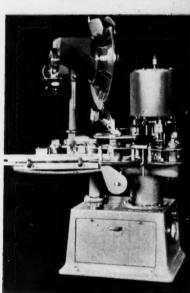












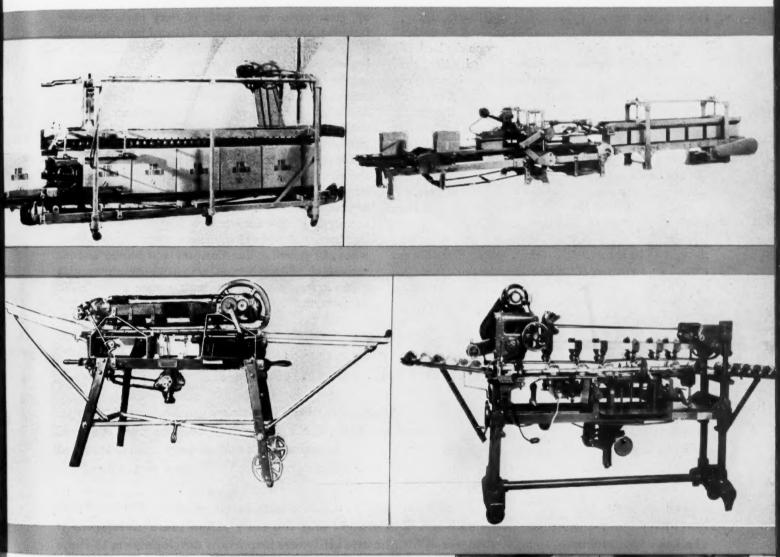
product manufacturers desiring suitable but less expensive packages, namely, glassine bags. It was The Warren Manufacturing Company, forerunner of the Riegel Paper Corporation, which was responsible for the development of this packaging material. While the company was organized in 1862, it really was not until 1910 that experiments had been completed and the product ready for its important mission in packaging. Along with the development of glassine paper was the necessity of devising automatic equipment for handling it, particularly slitting and re-winding machines to replace tedious, slow and expensive manual handling. The new and perfected material won immediate recognition from

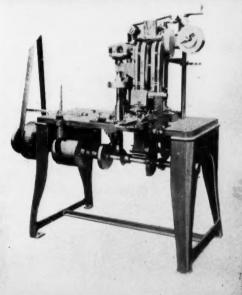
Top, left: A group of workers in the early days of Owens-Illinois Glass Co. Directly below is shown the process of "handblowing" glass bottles. At bottom left is a modern unit for producing large capacity glass jugs. Top, right: The original plant of Illinois Glass Co., forerunner of the present Owens-Illinois Glass Co. Inset: Progression of the capping machine. Views show the original (manual) method of capping, the first commercial automatic capper, the improved machine (3000 to 4800 containers per hour), and the present modern capper which operates at speeds over 7200 per minute. Capper photographs, courtesy of Consolidated Packaging Machinery Corp.

package users, both as an original container and an extra protective factor in the form of an inner liner, so that with continuous development this company became the largest maker of glassine papers in the world.

Top row. Left: Hand operated compression manufactured by Standard Equipment Corp. in 1921. Right: Automatic top and bottom sealer and compression unit manufactured by Standard-Knapp Corp. in 1937. Center Row. Left: Hand-driven can labeling machine manufactured by The Fred H. Knapp Co. in 1913. Right: Heavy duty, high-speed labeling machine, motor driven, manufactured by the Standard-Knapp Corp. in 1937. Bottom row. Left: Earliest type of chocolate bar wrapping machine (courtesy of Package Machinery Co.). Right: Gum wrapping department of Beech-Nut Packing Co. in pre-war days. The machines shown ran at 45 a minute—the present machines produce at 600.

In all these early cartons and boxes which were hand made, there was the constant necessity of proper adhesives for holding them together. Animal and fish glues were powerful adhesives, and extensively used, yet their objectionable odors, and the necessity of soaking and cooking them, were definite drawbacks to early box-makers. This opportunity gave rise to the founding of the Arabol Manufacturing Company, in 1885, which offered improved pastes and glues, made from cereals,







which entirely eliminated the former difficulties. As packaging became more and more important and its use extended, this company developed new and special adhesives to meet changing conditions, from hand to automatic equipment, for wrapping, labeling and sealing, and for use on all new types of packaging materials, including transparent cellulose plastics and pyroxylin coated papers.

While these developments were progressing in the paper packaging fields, other package manufacturers were doing their utmost to bring their materials to a point of real utility for the tremendous business years they saw ahead. One of the chief of these was the glass industry, represented by the Illinois Glass Company, which later became the Owens-Illinois Glass Company. It was in 1873 they built a small factory on the bank of the Mississippi River not far from Hannibal, Miss., the town that Mark Twain immortalized with his stories of Tom Sawyer and Huckleberry Finn. From that time until 1903 the glass container industry was handicapped, due to the formation of a glass blowers' union which became sufficiently powerful to ward off the installation of any automatic machinery. Bottle making was a "hand-made" proposition, each operator being furnished with blow pipes, made of hollow iron, varying in length and thickness according to the size of the bottle to be produced. Dipping the end of the blow pipe into molten glass, the blower gathered what he thought to be the correct quantity, which after rolling around on a stone or plate into the approximate shape desired, was lowered into a mold, and "lung pressure" applied to expand it to the walls of the mold.

This method produced a bottle or jar which served as a convenient packer but it left many things to be desired. It was impossible to guarantee exact capacity, proper and uniform distribution of the glass, special finishes, color, closure, etc. A satisfactory bottle in those days had one hole in it, and that in the neck and anything finer than that was just not to be had. In so far as shipping cases for the bottles were concerned, they were of all sorts, sizes and styles, being no more uniform than the glassware itself.

After the strangle hold the Union held was broken, automatic equipment was installed and all former weaknesses were rapidly corrected. Production was stepped up, great improvements made in every phase of manufacturing, and glass packaging advanced into its rightful place of leadership among packages. From this humble beginning this company developed into one employing over seventeen thousand people, equipped with every modern mechanical device, and maintaining a Packaging Research Laboratory, which has rendered untold service to thousands of manufacturers whose products have been profitably and attractively packaged in glass containers.

The development of the tin can industry in America is the history of many small companies, operating more or less locally, which were finally merged into a few large organizations. Starting in 1898, one hundred and seventy-five companies were first merged, to be followed by a hundred more in 1899, and twenty-five more in 1901, when the American Can Company was formed and incorporated. Edwin Norton, who had been instrumental in the formation of this first large company, later left it to form the Continental Can (Continued on page 272)

TEN YEARS OF PACKAGING JOURNALISM

MODERN PACKAGING has always observed a becoming modesty befitting a publication of its type. It has always felt that it was something more than a profitable publishing property, that it served a series of very definite and much-needed functions to its industry, its advertisers, its readers and the general public. But it preferred to let each succeeding issue speak for itself as token of the fulfillment of these functions.

Today, for once, the tradition is to be broken. On its tenth anniversary, MODERN PACKAGING herewith indulges in an excusable editorial flourish. It tells the story of ten years' development of a basic idea and gives a slight glimmer of insight into still more important developments to come in the near future.

If a note of pardonable pride creeps into the pages which follow, we can only say, "Dear Reader, excuse us—we'll never be ten years old again!"

TRADE PAPERS are all born under a cloud. Their average life is less than a year, for over ninety per cent of all industrial publications that are founded, flounder with their first twelfthmonth. In this respect, Modern Packaging was, obviously, an exception.

Yet its labor pains were no less real because they were hidden away within the confines of a two-by-four office in the old Pulitzer Building in New York. For capital the magazine had the combined savings of the two men who still control its destinites and—what later proved far more important—a basic idea upon which to build.

That idea was built upon an analysis of the situation among packagers and package suppliers that had existed from the beginnings of the industry. Packagers did not picture themselves as such. Not only had the word no connotation to most manufacturers, but every packager considered the packaging of his product as merely an incidental to its manufacture or sale. On the other side, package suppliers likewise found no bond of union as an industry. Machinery manufacturers, in addition to viewing each other with certain distrust, scarcely knew of the existence of material suppliers. And each material supplier felt no pressing relationship with others in the general packaging field.

Thus Modern Packaging found its origin in the idea that some coordinating "medium of exchange" between the two groups of packagers and suppliers and between the members of these groups was, as it were, "in the

cards."

After a five months' period of preparation, an only half expectant world was greeted with the first issuesixty-four pages of advertisements and editorial matter and two bated breaths. Then suddenly, as if a well had been tapped, the breaths unbated and a flood of commendatory letters began to pour in. More important, advertisers who had bought space in the first issue almost as if to get rid of two very persistent gentlemen, began to write, wire and phone for contracts for additional space. And each morning's mail brought in a growing avalanche of subscriptions from leading packagers.

To tell the truth, now when it can no longer hurt, Modern Packaging—as a business venture—was five to fifteen years late. The first month's success—and the subsequent continuance of this success—proves that the field was fully ripe to the idea and the reality of a magazine for all industries engaged in packaging their prod-

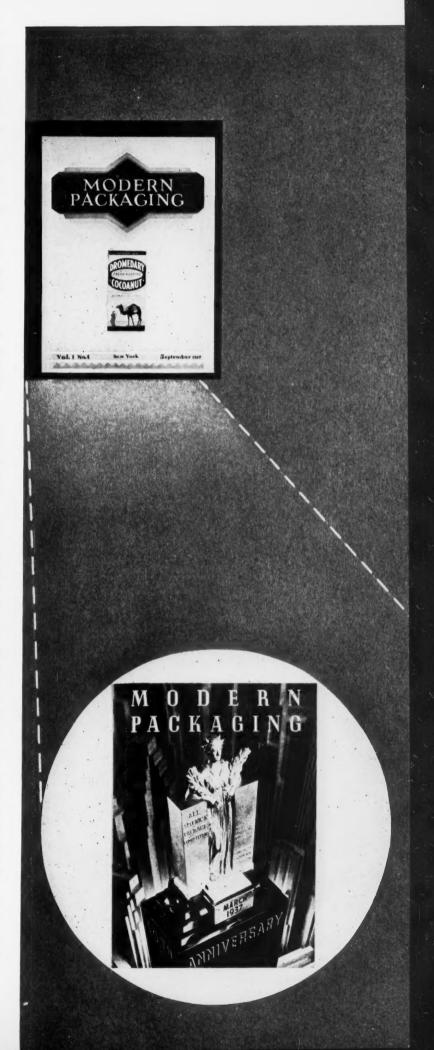
ucts was an acceptable fact.

Thus, from that time, Modern Packaging's history has been one of enlarging upon and buttressing a basic idea. With no illusions about that much over-worked word "Service" it became apparent that the world needed and would pay for a central coordinating agency for clearing and clarifying ideas and information about packaging.

In short, the world welcomed Modern Packaging as that agency. In its first years, the greatest stress was laid upon what was then perhaps the most developed part of the industry—the machinery field. Editorially, Modern Packaging's creators took it upon themselves to enter the foremost plants in the country and to examine and report upon the methods and machinery used.

Almost instantly the publication found itself developing a subsidiary function. From the least expected places, people began to phone, write and wire for information as to the sources of particular types of machinery. These inquiries were cleared to the various manufacturers and, in a number of instances during the first year-and in many more instances since-resulted not merely in the sale of existing machines but in the creation of totally new production instruments or the adaptation of existing ones to totally new uses.

Meanwhile, within the first few months, another field of activity presented itself. Manufacturers of paper and board had welcomed the magazine particularly because it alone of all potential media was able to show actual samples of their product. This was done-



and still is done—only at great expense by ignoring the subsidy the Government supplies to publishers in the form of Second Class mailing privileges and mailing the magazine under a much more expensive classification. Within a year this became perhaps the most distinctive feature of the magazine. Unlike any other publication, it not only showed the goods offered through the medium of photographs and drawings, it brought the item into the hands of the potential consumer.

In its second month, Modern Packaging likewise started the first of a long continued series of articles dealing with package design. Package designers had existed before—men like Arthur Allen (incidentally the designer of the magazine's first cover) who had gone years ahead of their time in the study of methods of attracting the consumer with planned package designs. But most designing was done in a haphazard way in those days. Without any crusading impulse, Modern Packaging began to set standards for design, both by its editorial articles dealing directly with the subject and by illustrating the better designed packages as they appeared.

The temptation to take sides in the question of who should design the package—the professional designer of packages or the designer who worked for and with the package supplier, was wisely sidestepped in the consideration of the more important questions of good design. Yet, though taking no sides to this day, MODERN PACKAGING did much to encourage the improvement of standards among both classes of designers. While it

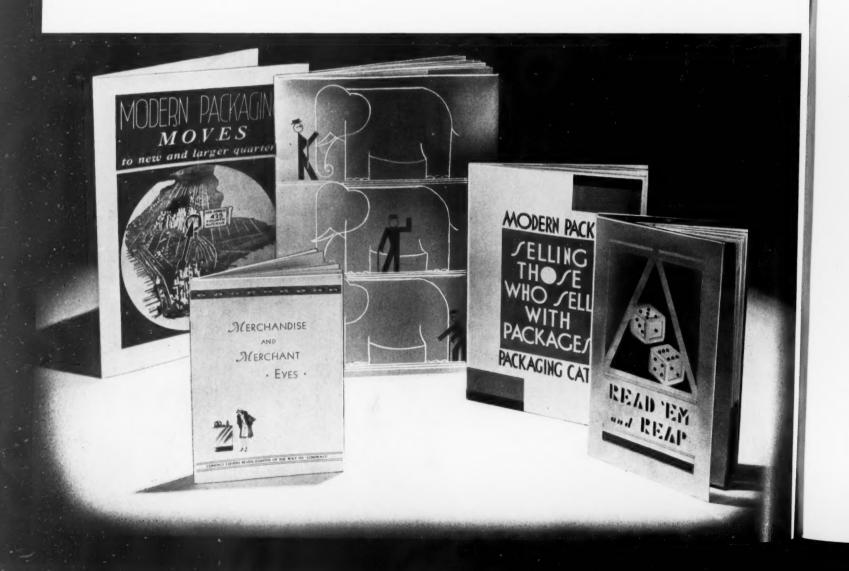
brought to public notice a number of independent industrial designers, it likewise aided in the establishment of design divisions in the plants of package suppliers.

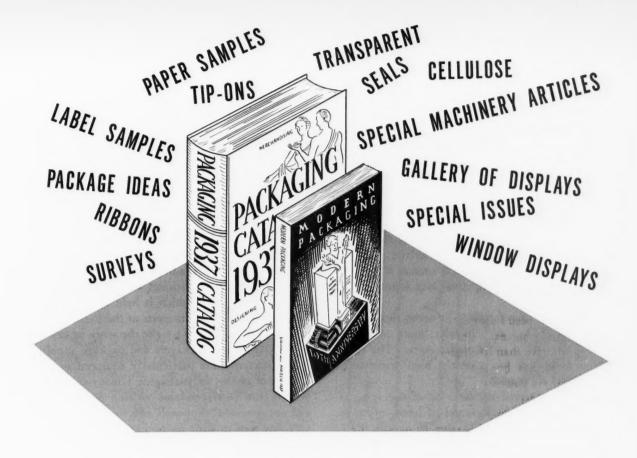
So too, did the magazine interest itself in package and display testing. Innumerable articles, both by staff writers and by prominent outsiders in the packaging and advertising and merchandising fields were published setting forth standards for testing and delineating for the edification of others the experience of numerous firms along these lines.

Thus, for over a year Modern Packaging had its hands full merely with the problem of catching up with an industry that had suddenly realized that it was an industry and not merely a necessary evil. This served to delay—perhaps for the better—the publication's entry upon the fulfillment of another of its functions, that of fostering the introduction of new and needed products and materials.

Here, the magazine has, in ten years, served its public and the package supplier in innumerable instances. Let us cite but two.

Late in 1930, Modern Packaging viewed the growing usage of plastic materials for package closures and decided that a large field lay waiting the development of plastic packages. It began to seek such packages as existed, to run articles telling about the possibilities of plastics and explaining the fairly complicated details about these materials to its readers. By January of 1931 the Bakelite and General Plastics corporations had





entered the field as advertisers and, within the next year, the entire plastics industry became conscious of its relationship to packaging. Here the magazine truly served its basic function as a clearing house for ideas, bringing to its readers knowledge which led to basic improvements in packaging technique. But it also extended this function to the introduction of completely new—as far as packaging was concerned—materials and the development of the, shall we say, "philosophy of their adaptation."

Needless to say, plastic packages were due for adaptation. Had there been no Modern Packaging, or had the magazine not seen its function as including the introduction of new materials and methods, this adaptation would have occurred nonetheless. Yet it can safely be said that progress would have been substantially delayed—perhaps by several years—but for the efforts of Modern Packaging.

So too with the introduction of lacquers and varnishes and lacquer coated papers. Here again, Modern Packaging, by serving as a clearing house for ideas and by clarifying these ideas, served to accelerate the adaptation of these materials and methods by packagers.

Meanwhile, the magazine itself was undergoing a series of progressive changes of format that have continued to this day. Since its inception one of the most colorful and beautiful of magazines, the publication has spared no expense in bringing to its readers the clearest possible presentation of package ideas. Thus it early turned to full color, first on its covers and then on inside editorial pages. The use of tip-ons was extended

from the advertising pages to editorial pages and paper samples, label samples, ribbons, seals, lithographed labels, transparent cellulose, and a host of other materials found their places among the editorial pages.

Periodically, in its May and August issues, entire sections of the magazine have been devoted to the display of such paper and material samples.

Again, in extending its reportorial activities, Modern Packaging began to devote pages to the picturing of the new packages of the month. It was felt that no publication that purported to encourage sound design could succeed of its purpose if it failed to show—by concrete and colorful illustration—what the designers and package producers were doing. Today, the publication includes two such sections in every issue, one devoted to packages and another to displays.

The speed of the publication's growth tended to make any attempts to extend the publication's activities beyond the confines of its own pages something to be put off from month to month. Yet, from an early day, Modern Packaging has taken an active part in many efforts toward the promotion and development of packaging. It cooperated with the American Management Association in the starting of the annual Packaging Conferences and actually laid the ground work for the first and subsequent Packaging Expositions.

With the removal of the publication to its present headquarters, a complete exhibition room was built to house the so-called Permanent Packaging Exhibit, designed to serve as a permanent mecca for all students of packaging. Here innumerable package

displays have been held, collections of the best work in particular fields or the outstanding packages of a given period have been shown. Several thousand persons, during the course of a year, visit this exhibit, including many from abroad and numerous manufacturers from every state in the Union.

In 1930, the publication gave birth to its first child, the PACKAGING CATALOG. This was planned as a compendium of packaging information for the guidance of the packager confronted with a problem. It contained, in addition to a wealth of information sponsored by advertisers, a host of articles on every phase of packaging, written expressly for use in the Catalog by the authorities on each particular subject. It also contained the first complete buyers' guide to the packaging industries, a listing of thousands of sources of supply for every conceivable packaging item from adhesives to waxed papers.

This first child has been followed by seven successors, all alike in principle but each heavier, more complete and more authoritative than its predecessors. The 1937 issue, whose birth has but recently been registered, weighed well over six pounds.

Here, the Catalog served the function of supplying a complete and permanent background of basic information and thus permitted the magazine to devote itself to more immediate news and developments.

Finally, for the last six years, Modern Packaging has sponsored the annual All-America Package Competitions. Here again the publishers entered into a function that extended far beyond those strictly appertaining to a trade journal. It was felt that some agency was needed to provide encouragement and recognition for packagers, suppliers and designers who did the yeoman work of improving packaging standards, and that the logical organization to maintain such an agency was the only factor in the industry that could stand free from all partisanship.

Thus with no axe to grind except its perpetual interest in the improvement of packaging, Modern Packaging undertook the sponsorship of this contest. No need

> Judging the All-America Package Competition entries



to tell readers of this magazine of the contest's growthin thousands of entries, in prestige, in influence. Today, touring the country, are a dozen exhibits of prize winners, invited into advertising clubs and other institutions year after year in a constantly growing stream. Hundreds of publications-trade journals, newspapers, magazines and foreign publications, report the contest and picture the winners. Moving pictures this year, will show in full color the results of the current contest. In short, the All-America has literally run away with itself, growing beyond all its sponsors' original dreams into the greatest single force for the setting of packaging standards and the measurement of packaging achievement in the field of merchandising.

Meanwhile, editorial progress has continued unabated. Without crusading, Modern Packaging has leveled the lance of criticism at those practices in the packaging industries which it held to be objectionable and against the best interests of the industries and the public at large. It has sought the work of key writers, both from among packagers and package suppliers and from correspondents particularly equipped to report on particular phases of packaging's many-sided picture-Washington correspondents writing on packaging law and congressional proposals affecting the packager, advertising men treating on packaging in relation to their

own industry and others along similar vein.

And, as a result of this continued development and expansion along the lines first laid down ten years ago, the publication has grown in influence both among advertisers (who have favored it in lean years and fat) and among its readers and the general industrial public. Imitators have sprung up and in other countries similar packaging magazines exist. Numerous vertical business journals devoted to the interests of a single industry have found themselves compelled to introduce packaging sections to meet a demand among their readers first made vocal by Modern Packaging.

Today, Modern Packaging's thousands of subscribers pay five dollars a year—one of the highest rates for trade journals in the country-because they find it essential in the conduct of their businesses. Its nine thousand and more copies sent out each month assures a coverage that represents over ninety per cent of the buying power of the packaging field. It carries more advertising than most industrial publications in a field that had never before been known to advertise extensively. And it is this advertising revenue that has permitted the publication to improve itself and its associated services to readers-rather than subscription fees-from year to year.

For the future, let us venture no predictions other than that which was made at the time of starting ten years ago. Modern Packaging will continue, as in the past, to do everything, at any cost, that will foster the improvement of packaging, the broadening of package knowledge. Methods will change-and interesting announcements of new methods and new reader services are in the offing—but the basic principle will remain the same as ever.





THE ALL-AMERICA FOR

AS a ready means of judging the progress made in the art or science of modern packaging, the All-America holds a unique position. In 1931, the year of its inception, two hundred and seventy-one packages, grouped under twelve classifications, were given consideration. In the 1936 All-America, approximately twelve thousand individual packages and displays, separated into twenty distinct classifications, competed for this coveted recognition.

Underlying this significant growth of the past six years lies something far more fundamental than the mere approval of a good idea, or the participation of a traditionally play-loving population in a free-for-all competition. For, as becomes increasingly apparent each year, the proportion between award winners and entrants is becoming wider and wider. What, therefore, is the urge each year that leads ever increasing numbers of manufacturers to submit their packages for critical analysis and possible recognition in this first and largest package competition?

The answer is to be found in the very reasons which accounted for the first All-America, and which, with little or no change, have been the guiding lights for each successive competition. Prior to 1931 package designing was almost entirely an individual proposition. Added to the manufacturer's own appraisal of his packages, data could sometimes be secured from package suppliers, salesmen, jobbers, retailers and even in some cases representative groups of consumers. But as wellintentioned as this information might be, it frequently proved of little value, with the result that the manufacturer r orted to his only available yardstick of measuring the value of his package by placing his product on the market and getting his answer from the actions of ultimate consumers. It is a matter of record that many of the most promising packages, developed and launched under this "trial and error" method of package designing, miserably failed to accomplish their objective of influencing consumers and bringing them to the buying point.







The activating motive of the first All-America was to correct this situation, in so far as possible, by gathering into one place representative packages, produced during that year, classified or grouped according to their individual characteristics, and then with the assistance of authoritative judges to appraise them, giving particular recognition and rewards to those which were considered outstanding. By so doing it was felt that the entire industry would be stimulated and encouraged to put forth its best efforts to the end that the underlying purpose of the package would more intelligently and consistently be accomplished—the interpreting of the advantages of the product to its potential consumers.

While the sponsors of the first All-America intended this annual event to serve as a stimulant for package users and suppliers, it soon became apparent that there were as many people outside the packaging industry as those in it who were vitally interested in each year's event and findings. The first (Continued on page 306)

BRIEFING THE 1936 ALL-AMERICA WINNERS

FROM each entrant in the 1936 All-America was requested a brief statement setting forth the objectives of the submitted package. Needless to say, this information proved highly valuable to the judges in their deliberations, furnishing, as it did in each case, a keener insight to the "why" of the package and enabling a more rapid summation of opinion. Those summaries which relate to the winning packages are given herewith.

The Gold Award Winners

WILLIAM JAMESON IRISH AMERICAN WHISKEY

The bottles were designed to surround the product with a sense of richness, quality and dignity. The requirements included a distinctive shape that would be immediately recognized on dealers' shelves and back bars—likewise a shape that would be convenient for bartenders to handle. The tall neck provides a quick hand grip. The unusually long capsule on the quarts and fifths covers the empty stem and adds to the beauty of the bottle. The embossed shoulder seal serves two purposes: in addition to dressing the bottle, it emphasizes the distilling association of the company with that of an established distiller of national reputation, thus inspiring greater confidence in the new product.

HOLLAND BULBS AND GIANT EASTER LILLIES

The package consists of three pieces: (1) tuck-end folding carton, extended tucks top and bottom, pleated sides and an open window in the front panel; (2) an extended flap, with open window, over which is pasted a piece of printed transparent cellulose, carrying an illustration of the flowers in bloom, and (3) a scored piece of the same carton stock, with tongue and groove, which forms the base or outside pot. The top portion of this carton is perforated so that when the consumer gets the package in her home, she simply tears along the perforated lines and removes the entire top section which has acted as a protective sleeve. These packages effectively demonstrate how even highly seasonal and perishable products may be profitably packaged, with the result that consumers are not slow to show their appreciation by buying them in increasing quantities and varieties.

KRO-FLITE GOLF BALLS

This package was designed to promote additional sales of golf balls at Christmas time. It combines novelty and practicability, and has sales appeal not only to women but to men as well. The box provides, in re-use, a convenient and good-looking container for trinkets, knick-knacks, etc., while Bobby Jones' book should find a conspicuous place in any golfer's library. The price is no more than would ordinarily be paid for a dozen high grade Spalding golf balls.

SCHAEFER BEER

The three general objectives sought in the introduction of the Schaefer beer package were: convenience to the consumer; advantages for the retailer; increased sales for the producer. Its general appearance of a small wooden keg indicates quality, character and gives the impression of substance. The package is good from a design standpoint and appeals to the taste of a discriminating public. It also meets the requirements of good shelf display and has won instant acceptance on the part of both the public and the trade. Since the introduction of Schaefer beer in cans, the regular bottle beer business has continued to go ahead, and the company has added over 25 per cent additional volume to its package beer business.

VITALIS SEALTUBE

This package was developed as the result of an attempt to secure a container that would be hermetically sealed but could be opened readily without the need of special instruments. The usual package, until the adoption of the Sealtube, consisted of large bulk containers (bottles) sold to the dealer accompanied by the sprinkler top bottles for use in the barber shop. Substitution of trademarked products in the barber trade is flagrant and therefore the company not only lost legitimate business but often, by the use of an inferior substitute, potential customers for the drug store packages were lost. The Sealtube answers the requirements in that it can be opened at the point of use. It guarantees the genuine product to the consumer. From the viewpoint of the barber, he knows his exact profit per application; the container eliminates the necessity for refilling stand bottles and he knows that he is securing the genuine article himself. Since its adoption, its reception by the barber trade has been enthusiastic and sales have exceeded not only in dollars, but in quantity, sales of the old type bulk package.

HARRIET HUBBARD AYER TOILET LINE

Each package in the Harriet Hubbard Ayer line was designed not only in consideration of the product which is contained but also in relation to all of the others. The color schemes were established to indicate various priced lines—that is cream and gold were used for the higher priced lines, and white with black, or white with black and gold for the less expensive lines. The well established Ayer products have always been richly and conservatively packaged, devoid of all flare and flash. It was endeavored to retain these characteristics in the new designs and allow the different box constructions to furnish the variety note.

(Continued on page 293)

IN THE OPINION OF THE JUDGES . . .

NOT an apologia this, for indeed the judges need none of such. They labored hard and conscientiously; their collective opinion, based on knowledge and experience in those factors which make for successful package creation, is now expressed in the selection of the All-America winners for 1936. Modern Packaging has requested a statement from each of the judges.

"As an old timer—I mean as a judge and not as a prisoner—I ought to have known better but I still was impressed by the size of the 1936 All-America Package Competition. It seemed to me that the number of entries this year came close to approximately the number of Democratic votes in November but unlike the election, it was our tough job to pick out the winners.

"As usual the display of all the entries was excellent. Every package was given sufficient isolation to permit of its individual examination and I again wish to compliment Modern Packaging on the impartiality shown in the preparation of the exhibits, for certainly every entry had to stand on its own feet.

"The 1936 competition did not have so many unique or outstanding packages as some of the previous ones. Probably this is due to the fact that, in general, all of the entries submitted seemed to me to be vastly improved over those that it was my privilege to judge the first time I served in that capacity.

"Being a production man, it was particularly pleasing to me to see the increased number and the improved quality of the entries in the Machinery and Equipment Group. I hope that this phase of the competition will receive more and more consideration, with a corresponding larger number of entries, for, to me, the problem of modern packaging is really the problem of automatically packaging modern packages.

"I was particularly impressed with the variety of industries that are adopting modern packages for the display and sale of their merchandise as illustrated by potted bulbs in folding cartons and smoking tobacco in a bag that serves as a ready-made pouch. Such developments as these are sufficient justification for a continuation of the All-America Package Competition."

Allean, A Dro to

"The packages submitted to this year's All-America jury were characterized by their ingenuity, by the

variety of methods the manufacturers had utilized to solve their packaging problems.

"Upon observing a year's production of new packages it is not uncommon to find the work characterized by a trend or fad. One year there will be a great effort to develop a line or 'family' of packages, or new types of containers, new materials, or we may face a great collection of packages, altered simply to improve the decorative appearance in a desire to add attractiveness.

"This year no such trends prevail. The manufacturers are more analytical as to their packaging needs. The problems they found were varied—their solutions various, and cleverly done. In each solution was a more skillful blending of the talent of the merchandising man, the salesman, the designer and the production man—a coordination of their ideas.

"Too many times a new package will please one or more of these talents, seldom all of them. This year, somehow, this was not the case which may explain why the All-America Package Competitions are held each year—and why it is a pleasure to have a hand in recognizing, in such an official manner, work well done."

varyou Flavory

"It is interesting to me to note the real improvement not only in the outside appearance, but in the structural design of the packages that were entered in this year's All-America competition.

"It was apparent that much has been done during the past year to meet the needs of the consumer, and most of the entries were clearly the result of careful study of design, and a common-sense application of new materials. There were more packages entered this year than in former years, and the majority of them were excellent examples of the advances that are being made in the practical application of new materials and packaging machinery.

"The method of grouping these made it possible for the judges to give due consideration to each and every package entered. In the machinery group and display container group, the large number of entries this year indicates that not only are designers conscious of the package itself, but of ways and means of manufacturing same economically, and of practical and attractive ways of displaying it at point of sale."

Toysturbbur

"Such a bewildering array of packages at first glance. But as you oriented yourself you found twelve thousand packages neatly grouped and awaiting approval. As you studied them you were conscious of a definite effort on the part of the manufacturer to get close to the consumer. In addition to the protection a package is supposed to give a product, the manufacturer had put in an extra ingredient, a merchandising germ, a selling idea, an attraction which made you mentally discard your judicial robes and reach for 'one of those.' This pull was induced chiefly by the greater convenience and the higher visibility of many packages in the All-America Package Competition.

Color, design and materials were dramatically employed to achieve these convenient and high visibility features. You got the feeling that the manufacturer, his designer, his advertising and merchandising managers had worked out the packaging problem together, all the while keeping an eye trained on the consumer.

"Notable instances of convenience and high visibility in packages and product were: graphite for household use in a transparent package with a practical closing device that makes friends on sight; Milady's hat gains in allure in a revolutionary transparent hatbox; succulent sausages carefully arranged on a pie plate with a transparent roof defy any woman to build resistance to them! An auto mechanic's various screws, washers and other usefuls were compactly packaged with a photograph of the contents constituting part of the cover design (here was a much needed place to put difficult-to-keep-things. It should click with the mechanic).

"Of course, there were visibility extremists who risked protection such as rice in transparencies which gave one the jitters lest it go off without benefit of a wedding. Even the time honored rolling pin came in for its share of visibility and added convenience, having first served as a container for a liquid food product.

"So, after a day spent with packages, packages and packages—all kinds from glamorous beauty kits to gift packages of beer—you felt at last manufacturers were considering the consumer. They were making friendly advances. They were more alert to the opportunities for making friends of the consumer."

Haw Callina

"It was once said that if you build a better mousetrap, the world will beat a path to your door. I was thinking of that as I viewed the thousands of packages as they were shown on display in this contest.

"From the array of entries, one learns that we are becoming more practical in designs. No longer do we strive for the pretty, alone. The trend is toward designs that are compelling in their appeal to the consumer. Also, and what is very important, more and more package designs are becoming their own salesmen. They tell their story in a simple, concise manner. You can see at a glance what is being sold. Construction

and utility have been given more consideration than ever before—a patent bid for consumer attention.

"One group that I found especially interesting this year was packaged foodstuffs which made use of natural color photography. It seems to me that in this use of natural color photography we have hit upon one of the soundest ways of packaging and presenting foodstuffs through retail outlets.

"All in all, I feel that the progress that is being made in this field, will do much toward easing the problem of selling merchandise."

Krunn Conins

"The distinction of being appointed one of the judges in the All-America Package Competition is both an education and a responsibility. The increased number and character of the entries in each year's competition is an excellent barometer of the effective job that packages are playing in making all manner of products increasingly desirable to potential consumers. Thus it is that each year it is becoming an increasingly difficult task to make sure that those selected for the signal honor of being given the All-America awards are truly 'the best in their class.'

"I should like to take this opportunity of commending the thoughtful manner in which this year's judging was handled. Segregating all entries in each classification to a place by themselves made sure that none was overlooked. The score sheet system of balloting, with a potential rating for each of the ten possible points, made sure that judging considered all phases of the job the package or display was designed to perform.

"It was interesting to note that definite and worth while improvements had been made in the majority of the classifications. In sharp contrast, however, were those few which all of the judges agreed had 'rested on their oars.' It is to be hoped that the leaders in these fields will bring about similar improvements, during 1937, as characterized the other classifications.

There can be no question of the stimulating effect this annual event exerts in the better packaging and display of consumer products. While we saw examples of the purely decorative style of package designing there was ample evidence of the influence of merchandising-minded executives who had wisely insisted that self-selling ability replace sheer beauty in their packages. So long as the trend of making packages perform their full share in the complete selling job is on the ascendancy, the packaging industry is on a sound foundation and will find increased support, interest and usefulness each year."

Ches. heley Domeson







GOLD AWARDS



Kenneth Collins



Nan M. Collins



William M. Bristol, Jr.



Vaughn Flannery



George R. Webber



Charles Luckey Bowman

To assure the full consideration of every factor that enters in the design and production of packages, and make the selection, from among the entries in the All-America competition, which would be truly representative of outstanding merit, it is essential that the personnel of the group which determines such merit should include those who, from experience and training, are competent to make such decisions. (I) Comprising the group of judges for the 1936 All-America are the following: William M. Bristol, Jr., administrative management; George R. Webber, production; Vaughn Flannery, design and advertising; Kenneth Collins, retailing; Nan Collins, consumer viewpoint; Charles Luckey Bowman, promotion and merchandising.

GOLD AWARD

GLASS CONTAINER

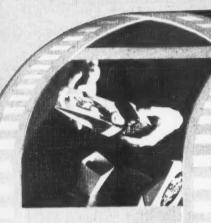
WM. JAMESON & COMPANY

NCORPORATEI









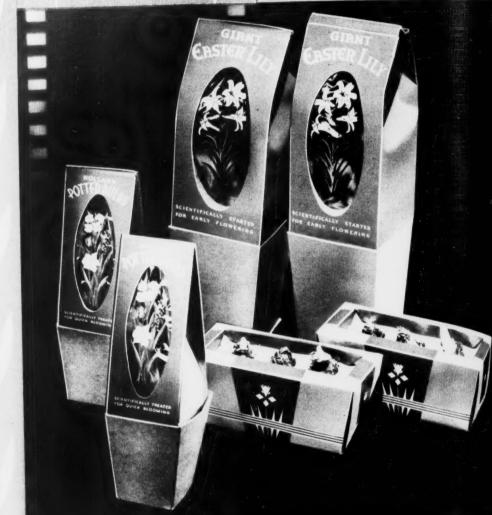


HEWETT P.
MULFORD
& COMPANY

folding Carton

> GOLD AWARD





THE 1936 ALL-AMERICA PACKAGE COMPETITION

GOLD AWARD

SET⊒UP PAPER BOX

A. G. SPALDING & BROS.





GOLD AWARD

metal Containers

THE F. & M. SCHAEFER BREWING











BRISTOL - MYERS

COLLAPSIBLE TUBE

> GOLD AWARD

THE 1936 ALL-AMERICA PACKAGE COMPETITION



精

GOLD AWARD

Family Group

HARRIET HUBBARD AYER

INCORPORATE









GOLD AWARD

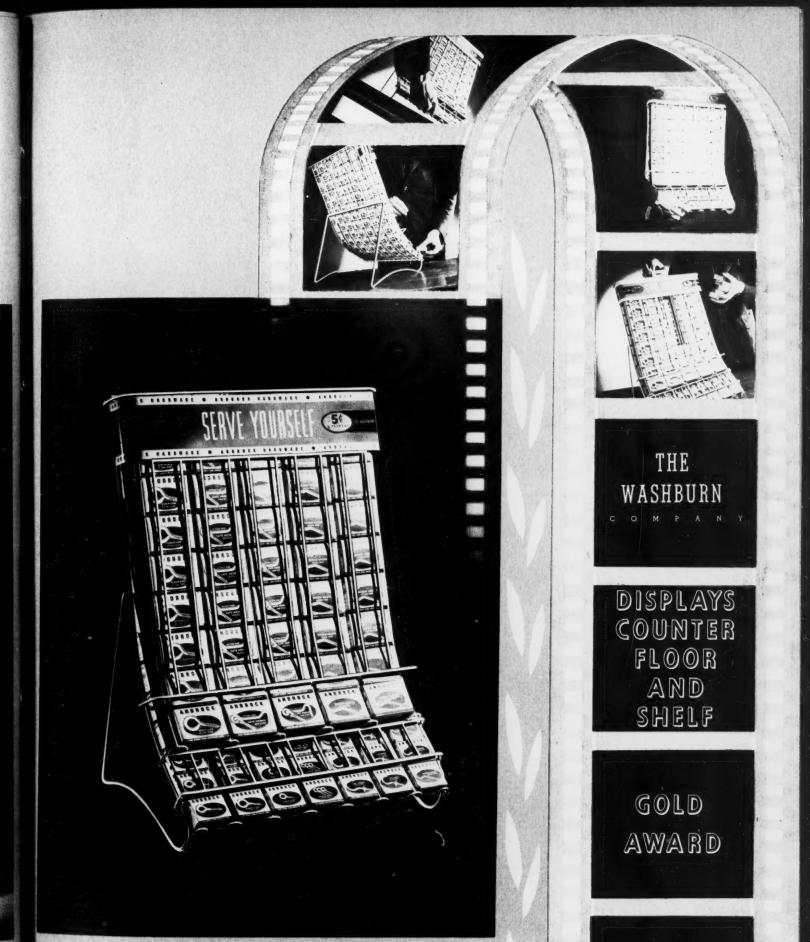
WINDOW DISPLAY

> JOHNSON JOHNSON













SOUTH BEND BAIT

Transparent Cellulose Containers

> GOLD AWARD



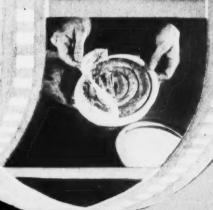
THE 1936 ALL=AMERICA PACKAGE COMPETITION

GOLD AWARD

Transparent Wrappings

ALBERT F.
GOETZE







GOLD AWARD

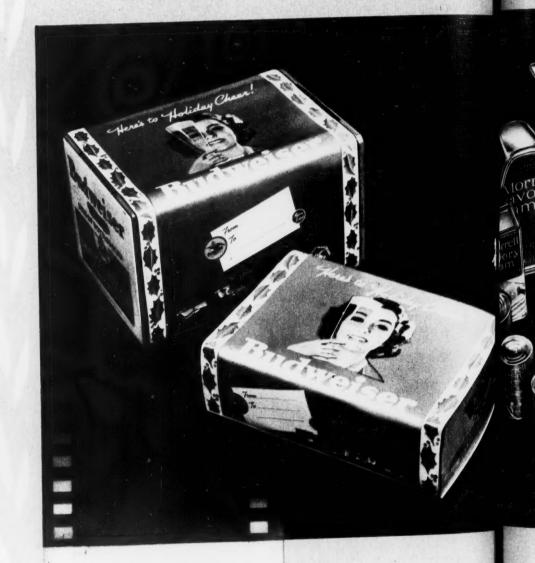
OPAQUE WRAPPINGS

ANHEUSER-BUSCH















JOHN MORRELL & COMPANY

LABELS AND SEALS

GOLD AWARD

THE 1936 ALL=AMERICA PACKAGE COMPETITION





ROMAN STRIPE HOSIERY MILLS

Transparent Bags And Envelopes

> GOLD AWARD





THE 1936 ALL=AMERICA PACKAGE COMPETITION

GOLD AWARD

OPAQUE
BAGS
AND
ENVELOPES

THE PAMPERIN CIGAR

COMPAN









GOLD AWARD

PLASTIC GONTAINERS

DEDON LABORATORIES

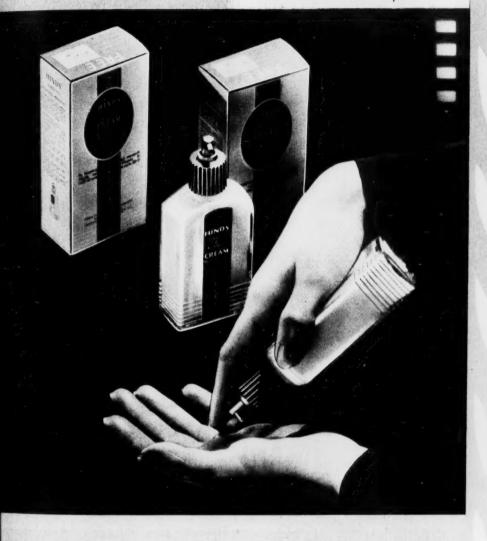


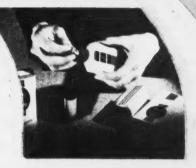












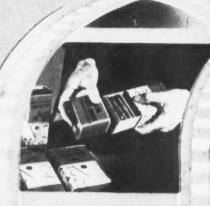


LEHN & FINK
PRODUCTS

CLOSURES

GOLD AWARD

THE 1936 ALL-AMERICA PACKAGE COMPETITION





BORG-WARNER SERVICE PARTS

C O M P A N Y
DIVISION OF
BORG WARNER
INTERNATIONAL
C O R P O R A T I O N

FIBRE CAN

GOLD AWARD



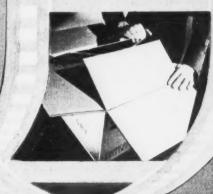
THE 1936 ALL-AMERICA PACKAGE COMPETITION

GOLD AWARD

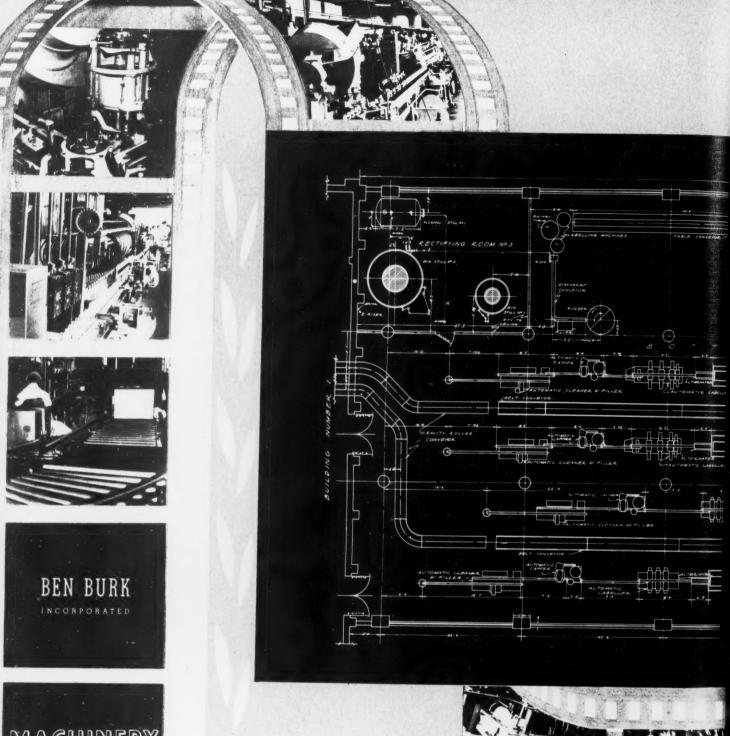
shipping Container

THE CROWN CORK AND SEAL



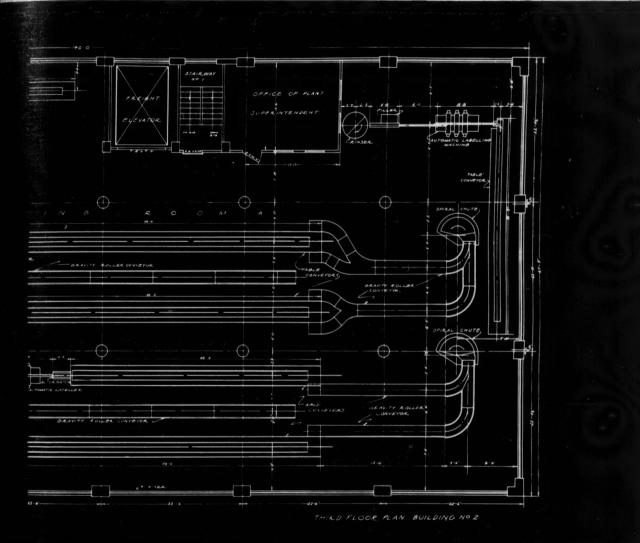






Machinery Group

> GOLD AWARD







GOLD AWARD

Miscellaneous Group

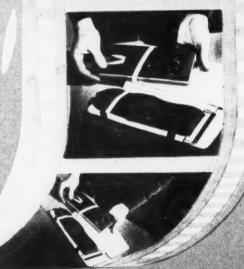
> PIONEER SUSPENDER













SILVER AWARDS

SILVER AWARD

Glass Containers

ABBOTT LABORATORIES

ALCOLO

ALCOLO

ALCOLO

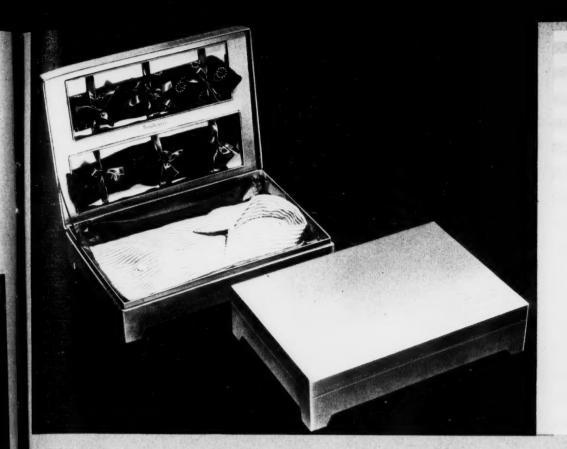


S. C. JOHNSON & SON

INCORPOBATEI

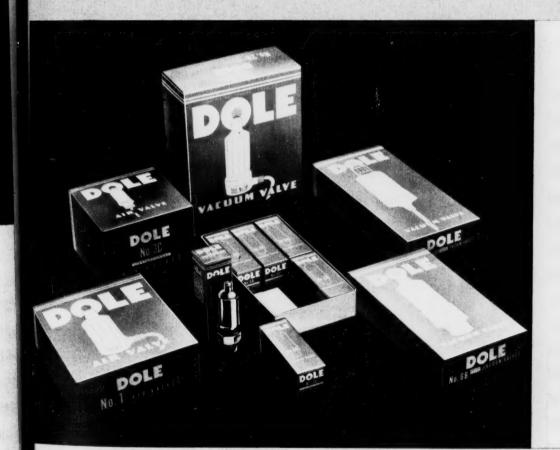
METAL CONTAINERS

> SILVER AWARD



SET=UP PAPER BOX

BROADSTREET'S



SILVER AWARD

FOLDING CARTON

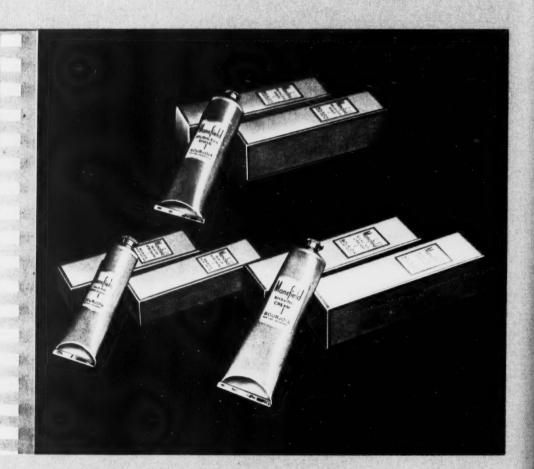
THE DOLE VALVE COMPANY

THE 1936 ALL-AMERICA PACKAGE COMPETITION

SILVER AWARD

COLLAPSIBLE TUBE

BOURJOIS



SILVER AWARD

Miscellaneous Group

> JOHNSON JOHNSON





GEO. A. HORMEL & COMPANY

> Family Group

silver Award



TRANSPARENT CELLULOSE CONTAINERS

HUGHES-AUTOGRAF COMPANY

THE BORDEN COMPANY

LABELS AND SEALS

SILVER AWARD



THE 1936 ALL-AMERICA PACKAGE COMPETITION



TRANSPARENT WRAPPINGS

JOHN H. MULHOLLAND



silver Award

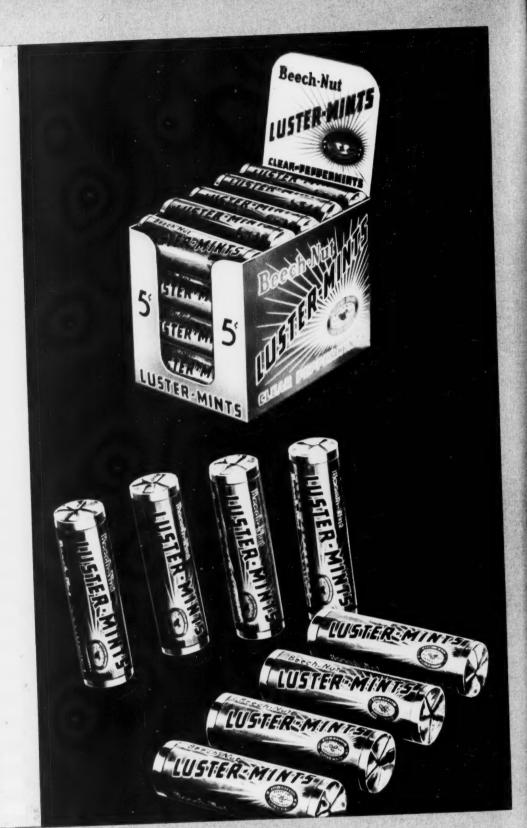
DISPLAYS
COUNTER
FLOOR
AND
SHELF

RUSSIA CEMENT

opaque Wrappings

> BEECH-NUT PACKING





THE 1936 ALL-AMERICA PACKAGE COMPETITION



SILVER AWARD

PLASTIC GONTAINERS

> LARSEN BAKING COMPANY

INCORPORATE

PAAS Dye

OPAQUE
BAGS
AND
ENVELOPES

SILVER AWARD



SHIPPING CONTAINER

ITALIAN SWISS COLONY



SILVER AWARD

CLOSURES

GENELL BLISS



THE 1936 ALL=AMERICA PACKAGE COMPETITION

WINDOW DISPLAY

HIRAM WALKER



IRL KIEFER
IG AUTOMATIC
TARY VACUUM
LING MACHINE

AUTOMATIC LABELE

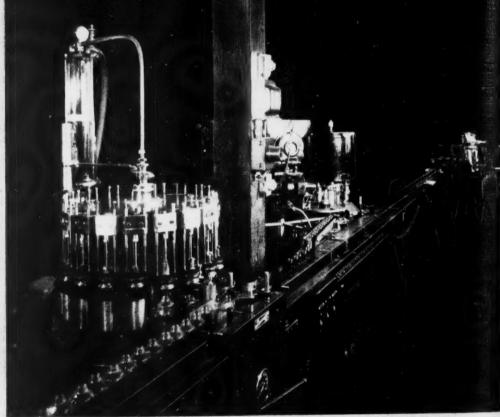
AUTOMATIC CARTONER

PARKER PEN

COMPANY

MACHINERY GROUP

> SILVER AWARD





THE 1936 ALL-AMERICA PACKAGE COMPETITION

THE 1936

ALL-AMERICA

PACKAGE

COMPETITION

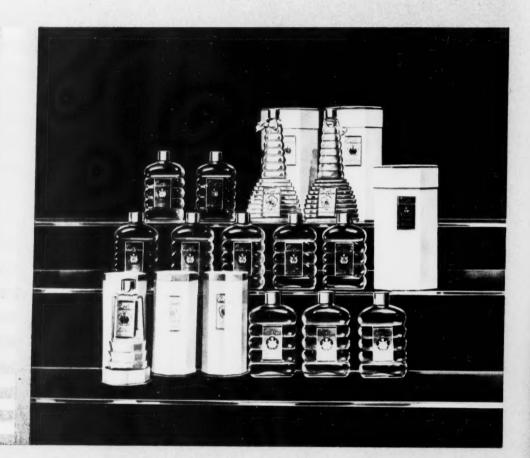


BRONZE AWARDS

BRONZE AWARD

GLASS CONTAINERS

CASTILIAN PRODUCTS



BRONZE AWARD

folding Carton

PETER PAUL



BRONZE AWARD

FOLDING CARTON

THE BILTMORE MANUFACTURING



ALL-NU



PRODUCTS

METAL CONTAINERS

> BRONZE AWARD

THE 1936 ALL-AMERICA PACKAGE COMPETITION

THE 1936 ALL=AMERICA PACKAGE COMPETITION

BRONZE AWARD

FAMILY GROUP

EAGLE PENCIL



BRONZE AWARD

WINDOW DISPLAY

MILES LABORATORIES











CANNON MILLS

SET=UP PAPER BOX

Bronze Award

THE 1936 ALL-AMERICA PACKAGE COMPETITION

BRONZE AWARD

TRANSPARENT WRAPPINGS

RIVERSIDE & DAN RIVER COTTON MILLS





JOSEPH DIXON CRUCIBLE

COMPAN

Transparent Cellulose Containers

> BRONZE AWARD



bronze Award

DISPLAYS COUNTER FLOOR AND SHELF

METAL TEXTILE



Bronze Award

OPAQUE WRAPPINGS GROUP

WILBUR-SUCHARD CHOCOLATE

COMPAN

Bronze Award

LABELS AND SEALS

THE LOWE BROTHERS

C O M P A N Y

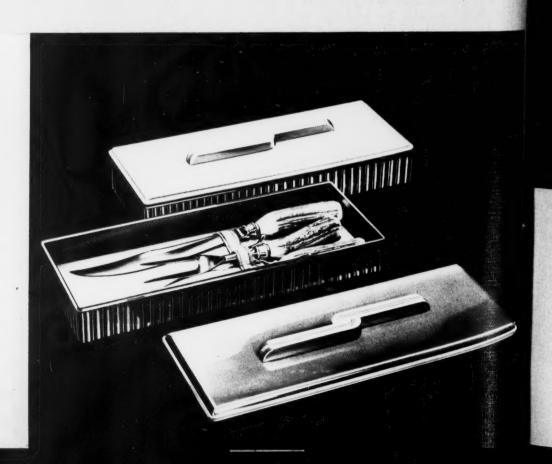


BRONZE AWARD

Plastic Gontainers

REMINGTON ARMS COMPANY

INCORPORATED



BRONZE AWARD

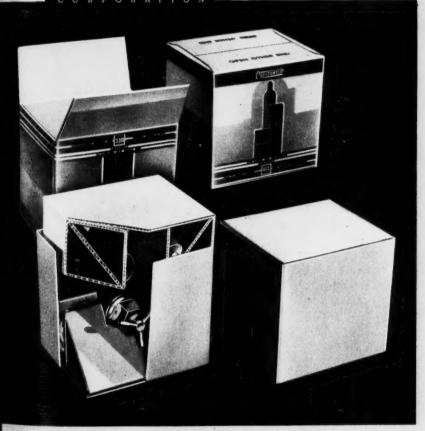
Shipping Container

O X W E L D ACETYLENE

C O M P A N Y

C C B B C B A T I C N





DENTAL PRODUCTS LABORATORIES

CLOSURES

Bronze Award

THE 1936 ALL-AMERICA PACKAGE COMPETITION



PINAUD

INCORPORATE

Miscellaneous Group

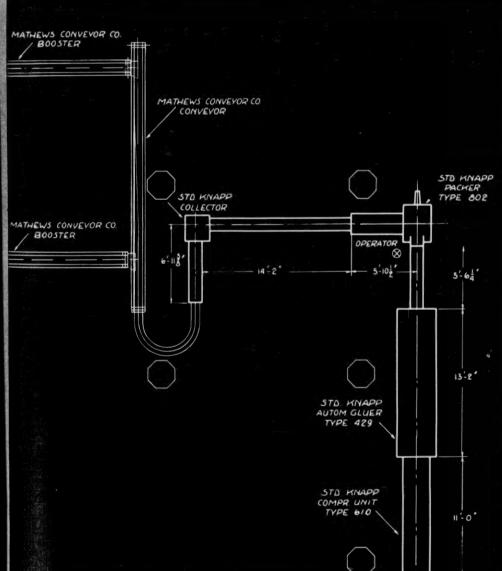
> BRONZE AWARD

> > THE 1936 ALL=AMERICA PACKAGE COMPETITION

F.B. REDINGTON CO.

F.B. REDINGTON CO. CARTONING MACH.

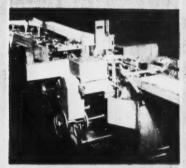




MACHINERY GROUP

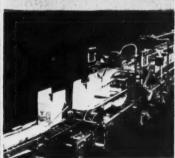
V. LA ROSA & SONS

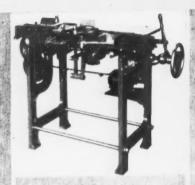
INCORPORATED

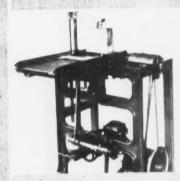


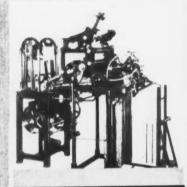








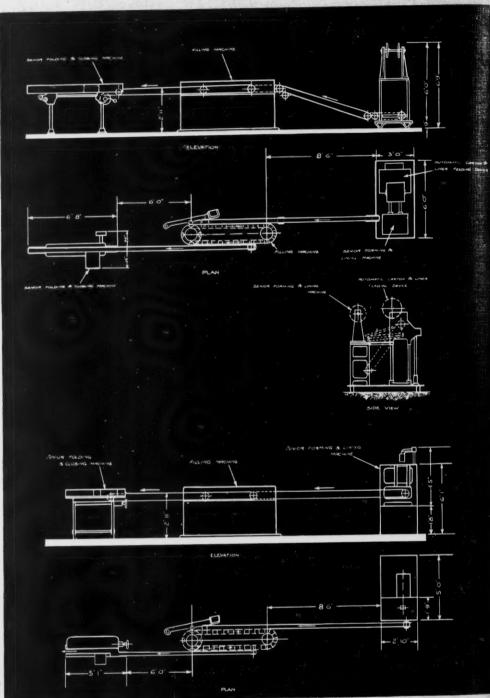




SWIFT & COMPANY

Machinery Group

> bronze Award











Included in the Roll of Honor of the 1936 All-America Package Competition are the packages selected by the judges to receive the Gold, Silver and Bronze Awards. These are listed in the order in which they are illustrated in the foregoing section, and all available information is included, giving credit where credit is due to designers and those material and equipment suppliers who participated in the construction and assembly of each package and display. In the Fibre Can and Transparent Bags and Envelopes Groups there were no Silver Awards made as the entries, in the opinion of the judges, were inadequate to justify such selection. Similarly no Bronze Awards were made in the following groups: Fibre Can, Transparent Bags and Envelopes, Collapsible Tubes and Opaque Bags and Envelopes.









Gold Award: Glass Containers. William Jameson Irish American Whiskey. William Jameson & Company, Inc., New York, N. Y. Bottles: Owens-Illinois Glass Co. Closures: Guardian Safety Seal Co. Seals: Consolidated Lithographing Corp. Corks: Armstrong Cork Products Co. Labels: Howard Rush, Inc. Machinery and equipment: Horix Manufacturing Co.; Economic Machinery Co.; U. S. Bottlers Machinery Co. Shipping case sealers: J. L. Ferguson Co.

Gold Award: Folding Cartons. Holland Potted Bulbs and Giant Easter Lillies. Hewett P. Mulford and Company, Lebanon, Ohio. Designers: Marion R. Mulford and Harry Z. Gray. Cartons: Gardner-Richardson Co. Printed transparent cellulose: Shellmar Products Co. Wax paper: Specialty Paper Co. Shipping cases: Inland Container Corp.

Gold Award: Set-Up Boxes. Kro-Flite Golf Balls. A. G. Spalding & Bros., New York, N. Y. Box: Arrow Manufacturing Co. Paper: Beveridge-Marvellum Co.

Gold Award: Metal Containers. Schaefer Beer. The F. & M. Schaefer Brewing Company, Brooklyn, N. Y. Can: American Can Co. Window stand: Einson-Freeman Co., Inc. Shelf and counter stands: Sweeney Litho. Co. Metal foil in window display: Reynolds Metals Co., Inc.









Gold Award: Collapsible Tubes. Vitalis Sealtube. Bristol-Myers Company, Hillside, N. J. Tube: Sun Tube Corp. Display carton: National Folding Box Co. Method of soldering tubes: P. J. Lathrop. Shipping case sealer: Standard-Knapp Corp.

Gold Award: Family Group. Harriet Hubbard Ayer Toilet Preparations. Harriet Hubbard Ayer, Inc., New York, N. Y. Designer: Eugene Lux. Set-up boxes: F. N. Burt Co., Inc. Papers: Hampden Glazed Paper & Card Co., Hazen Paper Co., Wyomissing Glazed Paper Co. and Louis Dejonge & Co. Bottles: Owens-Illinois Glass Co., Carr-Lowrey Glass Co. and Guignard, Paris. Closures: Scovill Manufacturing Co. Molded closure: Armstrong Cork Products Co. Labels: The Foxon Co. Molded jars: Colt's Patent Fire Arms Mfg. Co. Molding material: Plaskon Co., Inc. Travel cases: Morocco Case Co. Lipstick holders: Theo. W. Foster & Bro. and Chase Brass & Copper Co. Rouge case: Theo. W. Foster & Bro. Purmasque case: Blake Mfg. Co. Vanity case: Shields, Inc. Eye shadow case: Majestic Mfg. Co.

Gold Award: Window Displays. Johnson & Johnson Baby Powder. Johnson & Johnson, New Brunswick, N. J. Display designed and produced by Einson-Freeman Co., Inc.

Gold Award: Counter, Floor and Shelf Displays. Vend-A-Pak Display. The Washburn Company, Worcester, Mass. Designer: The Washburn Co. in collaboration with Howard H. Monk & Associates. Display: The Washburn Co. Boxes: Russell Box Co.



Gold Award: Transparent Rigid Cellulose Containers. Excel-Oreno Fishing Line. South Bend Bait Company, South Bend, Ind. Designer: Leo Kaplan. Box: Celluloid Corp.

Gold Award: Transparent Wrappings. Goetze's Pork Sausage. Albert F. Goetze, Inc., Baltimore, Md. Wraps designed and produced by Milprint, Inc. Fibre plates: Milprint, Inc.

Gold Award: Opaque Wrappings. Budweiser Beer Holiday Wrap. Anheuser-Busch, Inc., St. Louis, Mo. Designer: Anheuser-Busch, Inc., and Einson-Freeman Co., Inc. Wrap: Einson-Freeman Company, Inc. Shipping containers: American Can Co. and Robert Gaylord, Inc.

Gold Award: Labels and Seals. Morrell Meat Products. John Morrell & Company, Ottumwa, Iowa. Designer: Gustav Jensen. Color photography: Arthur Gerlach. Cans: American Can Co. Labels: Nelson Colortype Co. Machinery and equipment: Sprague-Sells Division, Food Machinery Corp.; American Can Co.; Standard-Knapp Corp.



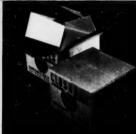
Gold Award: Transparent Bags and Envelopes. Rograin Hosiery. Roman Stripe Mills, Inc., New York, N. Y. Bag: Shellmar Products Co. Box wrap: Central Lithograph Corp.

Gold Award: Opaque Bags and Envelopes. Pamperin's Smoking Mixture. The Pamperin Cigar Company, Smoking Tobacco Division, La Crosse, Wis. Bag: Thomas M. Royal & Co. Material: DuPont Cellophane Co.

Gold Award: Plastic Containers. Dedon Hostess Package. Dedon Laboratories, Erie, Pa. Plastic assembly designed and molded by Colt's Patent Fire Arms Mfg. Co. Molding material: General Plastics, Inc., Plaskon Company, Inc., and Colt's Patent Fire Arms Mfg. Co. Set-up box: Neiner Paper Box Co. Labels: Palm, Fechteler & Co. Direction labels: Advance Printing & Litho. Co. Transparent wrap: Celluloid Corp.

Gold Award: Closures. Hind's Honey & Almond Cream. Lehn & Fink Products Corp., Bloomfield, N. J. Closure: Scovill Mfg. Co. (assembled metal); Wheeling Stamping Company, Bakelite closure. Bottle: Hart Glass Mfg. Co. Label: Lord Baltimore Press. Carton: National Folding Box Co. Machinery and equipment: Pneumatic Scale Corp., Ltd., R. A. Jones Co. and The Crown Cork & Seal Co.









Gold Award: Fibre Cans. Borg-Warner King Pit Kit. Borg-Warner Service Parts Company and Borg-Warner International Corp., Chicago, Ill. Designer: Precision Parts Co. Fibre can: W. C. Ritchie & Co. Labels: Franklin DeKleine Co.

Gold Award: Shipping Containers. Closure Shipping Case. The Crown Cork & Seal Company, Baltimore, Md. Designer: The Crown Cork & Seal Co. and Container Corporation of America. Double box: Container Corporation of America. Machinery and equipment: The Crown Cork & Seal Co., Dexter Folder Co. and Standard-Knapp Corp.

Gold Award: Machinery and Equipment. Old Mr. Boston Liquors. Ben Burk, Inc., Boston, Mass. Bottles: Owens-Illinois Glass Co. Labels: Stanley Manufacturing Co., Strathmore Press, Inc., Dennison Manufacturing Co., Clark-Franklin Press and Daniels Printing Co. Moulded pulp containers: Pulp Products, Inc. Closures: Colt's Patent Fire Arms Mfg. Co., Mundet Cork Co., Closure Service Co. and Armstrong Cork Products Co. Machinery and equipment: Pneumatic Scale Corp. Ltd., Standard Conveyor Co., Master Electric Co. and Lewis-Shepherd Co.

Gold Award: Miscellaneous. Suspender-Tie Case. Pioneer Suspender Company, Philadelphia, Pa. Leather case: Weaver Manufacturing Co. Paper: Beveridge-Marvellum Co. and Artcote Papers, Inc. Carton: Brown & Bailey Co.

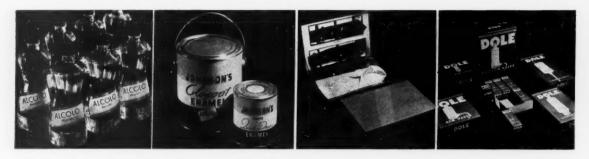
THE HONOR ROLL-SILVER AWARD

Silver Award: Glass Containers. Abbott Alcolo. Abbott Laboratories, North Chicago, Ill. Designers: G. H. Fritzlen and E. A. Ravenscroft. Bottle: Owens-Illinois Glass Co. Label: National Office Supply Co. Closure: Phoenix Metal Cap Co. Machinery and equipment: U. S. Bottlers Machinery Co., Consolidated Packaging Machinery Corp. and Pneumatic Scale Corp. Ltd.

Silver Award: Metal Containers. Johnson's Enamel. S. C. Johnson & Son, Inc., Racine, Wis. Designer: E. Willis Jones. Can: American Can Co. Cap: Williams Sealing Corp. Machinery and equipment: Elgin Manufacturing Co. and Williams Sealing Corp.

Silver Award: Set-Up Boxes. Broadstreet's Gift Ensemble Box. Broadstreet's, Inc., New York, N. Y. Box: Brick & Ballerstein. Board: Butterfield-Barry Co. Papers: Keller-Dorian Paper Co., Inc., and Louis Dejonge & Co.

Silver Award: Folding Cartons. Dole Air and Vacuum Valves. The Dole Valve Company, Chicago, Ill. Designers: Hervey L. MacCowan and Stuart G. Phillips. Carton: Container Corporation of America. Machinery and equipment: Dexter Folder Co.



Silver Award: Collapsible Tubes. Mansfield Shaving Cream. Bourjois, Inc., New York, N. Y. Tube: A. H. Wirz, Inc. Label and carton design: The Foxon Co. Carton: E. J. Trum, Inc. Machinery and equipment: Arthur Colton Co.

Silver Award: Miscellaneous. Cotton Pellet Dispenser. Johnson & Johnson, New Brunswick, N. J. Designer: P. D. L'Hommedieu, Jr. Tube: Hygienic Tube & Container Co. Chrome top and bottom: Consolidated Fruit Jar Co.

Silver Award: Family Group. Hormel Meat and Dairy Products. Geo. A. Hormel & Company, Austin, Minn. Designer: George Switzer. Printed transparent wraps: Shellmar Products Co. Cellophane: DuPont Cellophane Co. Cans: American Can Co. Cartons: Waldorf Paper Products Co. Jars: Hazel-Atlas Glass Co. Closures: Hazel-Atlas Glass Co. Labels: McGill Lithograph Co. Printed wraps: Daniels Manufacturing Co. and Kalamazoo Vegetable Parchment Co.

Silver Award: Labels and Seals. Eagle Brand Magic Milk. The Borden Company, New York, N. Y. Designer: Louis Koster. Label: U. S. Printing & Lithograph Co. Outserts: Outserts, Inc. Machinery and equipment: Burt Machine Co. and Standard-Knapp Corp.



Silver Award: Transparent Wrappings. Bentwood Forks. John H. Mulholland Company, Milford, Del. Pack Folder: Nashua Gummed & Coated Paper Co. Wrap: Nashua Gummed & Coated Paper Co. Transparent wrapping material: Celluloid Corp.

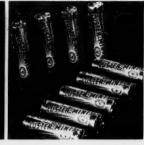
Silver Award: Counter, Floor and Shelf Displays. "Fix-Kit" Counter Display Stand. Russia Cement Company, Gloucester, Mass. Display designed and produced by Forbes Lithograph Mfg. Co. Fibre can: Canister Co. Bottles: Hazel-Atlas Glass Co. Can wraps and labels: Maryland Color Printing Co. Closures: Hazel-Atlas Glass Co.

Silver Award: Opaque Wrappings. Beech-Nut Luster-Mint. Beech-Nut Packing Company, Canajoharie, N. Y. Foil wraps designed and produced by Reynolds Metals Co. Inc. Waxed paper liner: Nashua Gummed & Coated Paper Co. Glassine paper liner: Westfield River Paper Co. Machinery and equipment: Townsend Automatic Machine Co., Package Machinery Co., Chambon Corporation.

Silver Award: Transparent Rigid Cellulose Containers. Autograf Hair Brush. Hughes-Autograf Brush Company, Inc., New York, N. Y. Box: Celluloid Corp. Printing: L. A. Liebs Co., Inc.









Silver Award: Opaque Bags and Envelopes. Paas Pure Food Colors. Paas Dye Company, Newark, N. J. Designer: Martin Ullman. Envelopes: United States Envelope Co.

Silver Award: Plastic Containers. Fruit Cake Box. Larsen Baking Company, Inc., Brooklyn, N. Y Designer: Lawrence E. Swensen. Molded by Mack Molding Co. Molding material: General Plastics, Inc., and Beetle Products Division, American Cyanamid Co. Label: Pictogram Co. Transparent wrapping: DuPont Cellophane Co. Transparent bows: Republic Ribbon & Bow Co. Greeting band: Nashua Gummed & Coated Paper Co.

Silver Award: Shipping Containers. Gift Wine Case. Italian Swiss Colony, San Francisco, Calif. Shipping container: California Container Corp. Blue single-face corrugated: Bemiss Corp. Bottles: Owens-Illinois Pacific Coast Co. Closures: Armstrong Cork Products Co. Labels: Lehmann Printing & Lithographing Co. Machinery and equipment: Horix Manufacturing Co. and Economic Mchy. Co.

Silver Award: Closures. Genell Bliss Complexion Cream. Genell Bliss, New York, N. Y. Designer: Genell Bliss. Tube: National Collapsible Tube Co. Tube closure: No-Kap Closures, Inc. Machinery and equipment: Arthur Colton Co.









Silver Award: Window Displays. Hiram Walker Christmas Display. Hiram Walker, Incorporated, Detroit, Mich. Display designed and produced by Ketterlinus Lithographic Mfg. Co.

Silver Award: Machinery and Equipment. Quink Ink. The Parker Pen Company, Janesville, Wis. Bottles: Owens-Illinois Glass Co. and Hazel-Atlas Glass Co. Closures: Armstrong Cork Products Co. and Anchor Cap & Closure Corp. Cartons: A. George Schulze Co. Machinery and equipment: Karl Kiefer Machine Co. and Consolidated Packaging Machinery Corp.













Bronze Award: Glass Containers. Castilian Toilet Preparations. Castilian Products Corporation, Hollywood, Calif. Designer: William Nassour. Bottles: Glass Containers, Inc. Labels: Pacific Label Co. Caps: Scovill Manufacturing Co. Boxes: Hersee Co. Machinery and equipment: U.S. Bottlers Machinery Co.

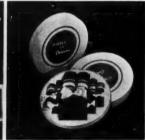
Bronze Award: Folding Cartons. Collins Butterscotch. Peter Paul, Inc., Naugatuck, Conn. Designer: Margaret Y. Flint. Carton: National Folding Box Co. Cellophane Wrap: DuPont Cellophane Co.

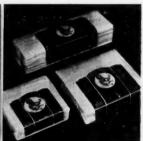
Bronze Award: Folding Cartons. Dolly's Comfort. The Biltmore Manufacturing Company, Cincinnati, Ohio. Designer: Stuart G. Ball. Carton: Richardson-Taylor-Globe Corp. Board: Gardner-Richardson Co. Transparent window: Celluloid Corp.

Bronze Award: Metal Containers. Clix Products. All-Nu Products Company, Camden, N. J. Designer: Ferdinand J. Obeck. Inks: Crescent Ink & Color Co. Coating varnishes: Ault & Wiborg Co. Machinery and equipment: E. W. Bliss Co., Cameron Machine Co., Adriance Machine Works, Max Ams Machine Co., Karl Kiefer Machine Co.









Bronze Award: Family Group. Eagle Pencils. Eagle Pencil Company, New York, N. Y. Designer: George Switzer. Foil display: Reynolds Metals Co., Inc. Folding boxes: Lord Baltimore Press. Wraps: Lord Baltimore Press.

Bronze Award: Window Displays. Alka-Seltzer Barn Dance. Miles Laboratories, Inc., Elkhart, Ind. Designed and produced by The Forbes Lithograph Mfg. Co. Giant cartons: American Coating Mills, Inc. Small cartons: American Coating Mills, Inc.

Bronze Award: Set-Up Boxes. Bon Bon Towel Box. Cannon Mills, Inc., New York, N. Y. Box: Old Dominion Box Co. Papers: Reading Glazed Paper Co. and Hampden Glazed Paper & Card Co.

Bronze Award: Transparent Wrappings. Charmspun Diapers. Riverside & Dan River Cotton Mills, Inc., New York, N. Y. Designer: Winternitz & Cairns Advertising Agency. Wrap: The Forbes Lithograph Mfg. Co. Wrapping material: Sylvania Industrial Corp. Machinery and equipment: Wrap-Ade Machine Co.









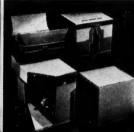
Bronze Award: Transparent Rigid Cellulose Containers. "Junior" Graph-Air Gun. Joseph Dixon Crucible Company, Jersey City, N. J. Designer: O. D. Shonnard. Printing and Tube: Hygienic Tube & Container Co.

Bronze Award: Counter, Floor and Shelf Displays. Chore Girl Floor Display. Metal Textile Corporation, Orange, N. J. Designer: Gair Creative Design Division of Robert Gair Company, Inc. Display: Robert Gair Co., Inc.

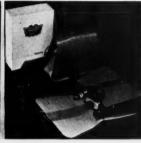
Bronze Award: Opaque Wrappings. Suchard Chocolate Bars. Wilbur-Suchard Chocolate Company, Lititz, Pa. Printed wraps: The Forbes Lithograph Mfg. Co. Wrapping material: Sylvania Industrial Corp. Foil: Reynolds Metals Co., Inc. Machinery and equipment: Package Machinery Co.

Bronze Award: Labels and Seals. Lowe Brothers Paints. The Lowe Brothers Company, Dayton, Ohio. Designer: Arthur S. Allen. Machinery and equipment: Elgin Manufacturing Co., Standard-Knapp Corporation.









Bronze Award: Plastic Containers. Deluxe Carving Set. Remington Arms Company, Cutlery Division, Bridgeport, Conn. Designer: John Vassos. Molded by: T. F. Butterfield, Inc. Materials: Bakelite Corp., Beetle Products Division, American Cyanamid Co. Pigskin Filler: Bridgeport Bag & Jewelry Case Co.

Bronze Award: Shipping Containers. Oxweld Shipping Case. Oxweld Acetylene Company, New York, N. Y. Shipping case: Kieckhefer Container Co.

Bronze Award: Closures. R7 Tooth Powder. Dental Products Laboratories, Inc., Springfield, Mass. Designer: Thomas A. Gross. Can: Continental Can Co. Closure: Thorn Tite Tops, Inc.

Bronze Award: Miscellaneous. Gentlemen's Saddle Bag. Pinaud, Inc., New York, N. Y. Tube: Bond-Penn Tube Co. Individual box: Harry Fleisig. Talcum package: National Can Co. and Brass Goods Manufacturing Co. Shaving carton: C. H. Forsman Co. Eau de Quinine bottle: Owens-Illinois Glass Co. Lilac Vegetal bottle: Pierce Glass Co.





Bronze Award: Machinery and Equipment: Food Products, Spaghetti. V. LaRosa & Sons, Inc., Brooklyn, N. Y. Carton: Robert Gair Company, Inc. Shipping containers: Continental Container Corp. and Empire Corrugated Container Corp. Machinery and equipment: F. B. Redington Co., Mathews Conveyor Co. and Standard-Knapp Corp.

Bronze Award: Machinery and Equipment: Oleomargarine & Shortening installation. Swift & Company, Chicago, Ill. Designer of carton: William Kenneth Clark. Carton: Sutherland Paper Co. Liners: Kalamazoo Vegetable Parchment Co. Shipping containers: Container Corporation of America and Chicago Carton Co. Machinery and equipment: Peters Machinery Co. and Allbright Nell Co.

THE 1935 ALL-AMERICA PACKAGES IN REVIEW











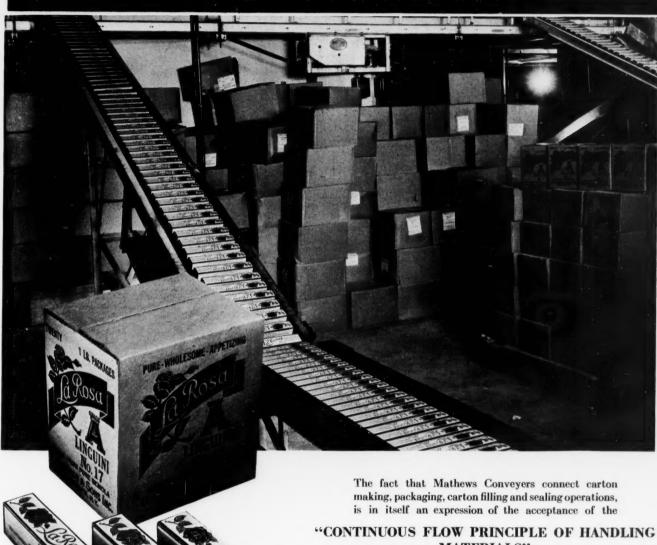
1935 GOLD AWARDS

Rockwood & Company. 1936 sales of the transparent cellulose wrapped chocolate justified the selection of this group as leaders in the bag and envelope field. The company attributes the good showing to the appetizing chocolate items being so well recommended by the attractive bags. The packages proved profit-makers for dealers because of their splendid consumer eye value, a combination that insures "consumer acceptance" and makes for "consumer demand." Marshall Field & Company. One of the larger stores in Milwaukee says: "We find that the type of box we are using for your sheets keeps our stock much cleaner and that the package does not get torn when on display. Furthermore, it suggests the idea of buying six sheets. It is worth while noting that during the year in which we have been handling these sheets we have never received one of the cartons in a broken or damaged condition and they have stood up excellently on our stock shelves." A store in Illinois writes: "We have tripled the sale of Wearwell sheets since they have been packaged." Cooper & Cooper, Inc. The Cooper Shave Organizer was brought out too late in the year to secure proper wholesale or retail sponsorship. Thus, while the company sold all the kits that could be secured from the molders in time for shipment, the total sale, while substantial, was not very significant in the distribution of this product. For the year 1936 the item was distributed as a regular number with no particular promotional effort. It found a ready consumer acceptance and met with favorable comment everywhere. John F. Trommer, Inc. From a cold start about Oct. 10, 1935, White Label beer in Stubby bottles has become a staple item and today shows a total of more than 10,000,000 sold. Dealers were skeptical about this type of bottle, which was entirely new to the beer business, when the company introduced it, but they have since been won over by the splendid public acceptance of the package. Fels & Company. In 1936 Fels-Naphtha Soap Chips were received most enthusiastically by the trade, and also by the consumer. Distribution has been effected from coast to coast, and Fels-Naphtha Soap Chips have taken their place with the leading sellers in their field. Undoubtedly the attractiveness and convenience of the package contributed to the successful introduction of this new product.



P. Ballantine & Sons. Anent its ale and beer cans the company states: "We have found that our cans have been well received by the public and have been told by our dealers that they are very attractive. Other than that, there is nothing that we can truthfully tell you since after all there is no way in which we can check how they affected our sales." **Pan Confection Factory.** Few facts are available regarding the performance of the Trim-iT Icing package. It did not go over with the consuming public as well as the company hoped. Dealer acceptance was good, but due to not

We take this means to congratulate V. LA ROSA & SONS, INC., Brooklyn, N. Y. upon receiving first award in the machinery group "ALL-AMERICA 1936 PACKAGE COMPETITION"



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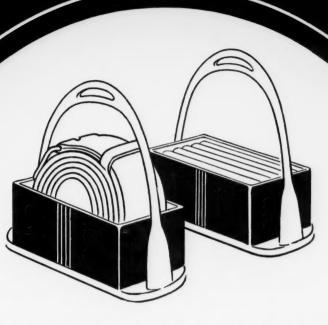
being an advertised package the public did not realize just what the item was to be used for. William Jameson & Company, Inc. Figures relative to sales results on the Old Irish Custom package are unavailable since the company itself was not distributing the whiskey at that time. It is safe to say, however, that the use of this book package exercised an enormous effect upon sales of William Jameson Irish Whiskey during the month of December 1935 and the early part of January. Terminal Barber Shops. No facts or figures upon which to base any comments concerning sales results obtained through the use of the Terminal Cosmetic packages. A great deal of sales stimulation has been done throughout the company's salons but how much has resulted because of the packaging is impossible to state. However, many favorable comments on the appearance of the line have been made. The Washburn Company. Before the month of December (1935) was over the company had booked orders for the Androck Kitchenware display in excess of the entire amount on which the campaign had been planned. During the year 1936 the company sold practically a duplicate of the original quantity. The most important consideration was the fact that the display lent tone to the entire line because it was a modern and efficient treatment of an otherwise troublesome problem. It helped solve the merchandising of a line which, unless it is well handled, does not do itself justice. American Cyanamid Company. The Aero carboy has proved to be a most satisfactory container. The company has several thousands of these returnable shipping packages in service and they are proving to be better than any type ever tried. One of the best things that can be said about Aero carboys is that the company is now selling them to competitors. This came about through the request of some friendly competitors for use in acid service.

1935 SILVER AWARDS

Felton & Son. Since the introduction of the new Pilgrim Rum package, sales volume has shown a substantial increase; and this increase is the direct result of consistent demand from wholesaler, retailer and consumer, sponsored by the acceptability of the package. Wholesalers report that the new package ships well, handles easily and avoids breakage; and, because of its unusual individuality of design, is a reliable medium for opening and building sizable new accounts. Retailers credit it with a great degree of acceptance when compared with the old design—lending itself readily to display and so-called "shelf-visibility." Pinaud, Inc. Sales on the prize winning Pinaud packages have been splendidly successful. The three-piece men's set has been exceptionally successful, to the extent that the company carried it in the line again this year, with the result that it sold substantially as well as it did the first season it was introduced. Kerk Guild, Inc. The company has had a great deal of publicity from various sources relative to White Knight soap. Actual figures on sales are not available, but the company feels more than satisfied with its package for this product. The Lamson & Sessions Co. Because the company's type of merchandise is rather wide in diversification and distribution, it is difficult to determine just what influence will ultimately result from better packages. Some reports have been to the effect that







• Alert marketing has demonstrated the value of the re-use package. Pioneer Suspender Company employs this attractive stirrup-type package, which can be used as a tie-hanger, ash tray or cigarette box. Molded, of course, of Resinox, the modern plastic, by A. L. Hyde, Grenloch, New Jersey.

RESINOX CORPORATION

230 Park Avenue



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PETERS MACHINES

MAKE POSSIBLE
THIS LESS EXPENSIVE,
MORE ATTRACTIVE
PACKAGE



Only one of the hundreds of companies' cartons handled on PETERS Machines. These Swift & Co. packages are typical of those used on our machines for unusual economy. Illustrated on opposite page are those machines which have produced tremendous savings for Swift & Co., and the many other users, by permitting the use of a most economical carton and by setting up and closing that carton with the least time and labor expenditure.

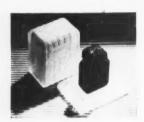












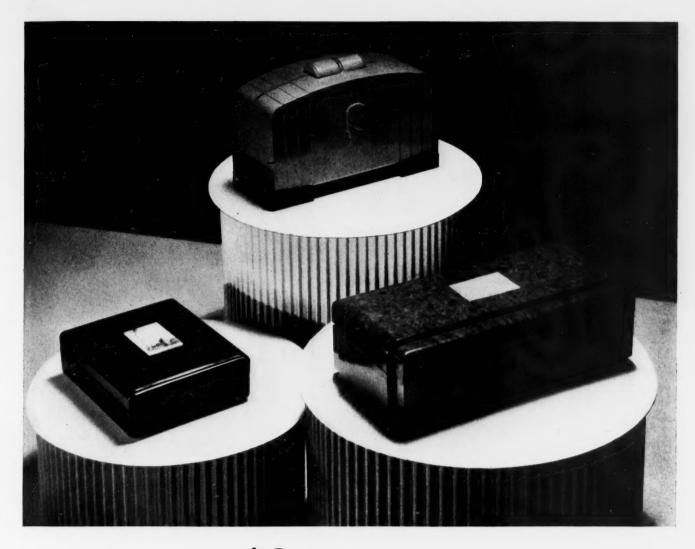








purchasers forgot the name, but asked for the package with the pictures. Just how much this is true, of course, is doubtful, but the company feels that, very definitely, a superior product in a superior package will bring satisfactory results. Castilian Products Corp. The Princess of Hollywood line was first introduced through the variety chains and was readily accepted—both because of the beauty of the package and the quality of the merchandise. The one difficulty that retarded repeat business was the fact that none of the chains were able to offer sufficient display space. As a result, the company determined to introduce it through the better wholesale drug houses throughout the country, and in turn have them introduce it to the various outlets under a different plan. The retailer had it impressed upon him where it was absolutely necessary that the proper display be made. With two outstanding drug jobbers in the West, the results obtained are most gratifying. Over ninety per cent of their accounts have readily accepted the line, and unquestionably it will receive the same reception throughout the United States. Beech-Nut Packing Company. From an actual sales standpoint, this particular Christmas Box was more successful than any other box we have ever put out with the exception of the very first box which was put out from 1924 to 1929 inclusive. Of course, better business conditions may have helped this situation somewhat, but our 1935 prize-winning box was, without question, the best box we have put out since 1929 and by many, it is considered the best box we have ever put out. Consumer acceptance of this prize-winning box was all we expected. We would say that the committee's judgment in picking out this package as a prize winner was backed up and verified by the consuming public in a very fine way. Frederick Stearns & Company. Shortly after the Desirez Moi package was awarded the silver trophy in the 1935 All-America Package Competition, the management decided to discontinue this product and take it off the market. Therefore, it is impossible to furnish any sales data. Wilbur-Suchard Chocolate Company. The Suchard packages were received favorably by the trade on their initial distribution and at present are enjoying a steady sale. Because the bars were new and so many factors entered into their merchandising, it is difficult to form a true picture of their performance. However, where the bars are on display they sell and repeat rapidly which is conclusive proof that the attractiveness of the bars provides the initial sale and the quality of the chocolate naturally insuring its repeat. The Perfect Circle Company. While having no figures to substantiate any claims, the company has had many compliments from jobbers who handle Perfect Circle products. The new packages have proven attractive on jobbers' shelves and they have been a material factor in the rust proofing of Perfect Circle piston rings and piston expanders. The Be-Mo Company. "Our metal packages have enabled us to broaden greatly our market on an item (potato chips) which had previously always been limited in shipping radius due to the ravages of atmospheric conditions rendering the chips perishable. Now, there is practically no limit to the potential market, since for test purposes we have sent our metal packaged potato chips as far South as Buenos Aires, Argentina, and after 21 days on the ocean through very moist tropical conditions with four and five heavy rains a day and steaming sun making the air as heavy as a Turkish bath, the chips arrived in Buenos Aires in perfect condition and according to the recipients



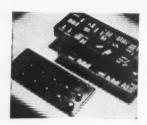
PLACE YOUR Product ON A PEDESTAL

To place your product on a pedestal where it stands out from the competitive crowd, it is first necessary to give it a package with distinction.

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Our record of sales winning packages is based on our more than half century molding experience. If you want more sales through package-appeal, consult our engineering staff.

AUBURN BUTTON WORKS, Inc.





'couldn't see how they could be any better tasting or crisper.' " Maryland Pharmaceutical Company. There is no way of allocating the credit due to the various factors involved—formula, advertising, package, etc.—as affecting the acceptance and sales of Rel Head Cold Jelly, although the latter have been very satisfactory. The J. Bird Moyer Company. The Copper Band Chest is one of the fastest selling products that the company has put out in the forty-three years of manufacturing. After advertising them, with the first 2500 chests it was impossible to get them from the molders fast enough. Of course, the orders have slowed up lately due to the fact that quite a number of dentists have them now. Haines-CeBrook, Inc. Previous to the adoption of the lined container, the company had difficulty in keeping orders that had been packed with dry ice for any length of time in the right condition. The cream when opened up to serve would be either too hard or too soft. The packing of orders now is 95 per cent satisfactory.

1935 BRONZE AWARDS











The A. S. Boyle Company. The Three-In-One-Furniture Polish package which won the Bronze Award in the 1935 All-America Package Competition has received many favorable comments from the trade during the year. More important, the appeal to the public of this package is proven by the sales which more than doubled over the previous twelve months. Valvoline Oil Company. The Valvoline Petroleum Jelly package has been frequently cited by wholesalers and wholesalers' representatives for its ability to get counter display. This definite advantage has been capitalized in sales promotion, not only through direct representatives, but through wholesalers' salesmen, by the use of the tube counter display card, to which is attached one of the four ounce family size tubes of Valvoline Pure Pharmaceutical White Petroleum Jelly. Dealers appreciate the display advantage of this package but have been even more prone to feature this tube because of its sanitary advantages. Standard Brands Incorporated. "We are very glad to report our complete satisfaction with the Arkady shipping containers which we adopted during 1935. The product which we ship in this type of package is hygroscopic, and inclined to become lumpy when exposed to moisture, and as it is a food product it of course must be packaged in materials that are absolutely clean and free from foreign materials. We have extended its use to all of this material which we pack, as well as another product of similar nature which we produce. We adopted this package having in mind means of improving the condition of our product when it reached the consumer. In addition to that improvement we have found that the added protection afforded by this material permits us to ship by water routes, where such a routing is advisable." National Carbon Co., Inc. The Eveready Masterlite Flashlight displays have been outstanding successes in the field. Many compliments have been received on the selling value of these displays, and sales results of Eveready Masterlites have proved the outstanding merchandising value of the displays. Butler Brothers. The new Majesty line packages (Continued on page 204)

VICTOR

Snappy Designs!

PLASTIC

Brilliant Colors!

CAPS

"THEY'RE THE TOPS!"



Modernistic



Cubistic



SHOWING A FEW VICTOR PRIVATE DESIGNS FOR BOTTLES AND TUBES

Let us design a cap for your bottle or tube
Where stock designs are required, we should like to submit a complete line of samples



Located in the heart of the metropolitan district, close to shipping terminals, we can make prompt deliveries to any part of the country. Protect yourself against shutdowns and delayed deliveries by placing your requirements in our hands.

Victor Metal Products Corp'n

196 Diamond St. Brooklyn, N.Y.

Copyright 1937 by V. M. P. Corp.

We hail the winner and 1936 Champion...



WHY SUN TUBES WON THE GOLD AWARD—Among the "yardsticks" used by the judges in the All-America Competition were protection of contents, consumer convenience and appeal, economy, display, advertising and merchandising.

Sun's Sealtubes for Vitalis rated high in all these virtues. They won, however, on their all-round merit rather than on any single feature. Sun Tube Unitainers are the closest approach to a flawless individual package that has yet been developed.

400 W

VITALIS SEALTUBES!

Sun Tube's Unitainers* top entire tube field in All-America Package Competition

ANOTHER YEAR . . . another triumph for Sun Tube! Sun proudly salutes its client — Bristol-Myers Company—on Vitalis Sealtubes' Gold Award in the 1936 All-America Package Competition, sponsored by Modern Packaging.

Vitalis Sealtubes are Unitainers for measured, individual applications. Unitainers are equally well adapted to an almost endless variety of products and uses.

Opening Unitainers makes them unfit for reuse. In this way, refilling, substitution and dilution are prohibited. "Pirating" is impossible. The consumer is assured an ample, uncut treatment or dose by Unitainers' tamper-proof construction. The manufacturer is afforded equal protection.

NEW FUSED CLOSURE MILESTONE IN TUBE HISTORY

No container yet invented offers greater productprotection than Unitainers. A brand-new fused closure applied by recently developed production machines, make leakage of Sealtubes next to impossible. And products packed in Unitainers are protected against damage from moisture and changes due to light and air, because the containers are hermetically sealed and are opaque to light.

NO SEPARATE OPENER NEEDED

Unitainers are amazingly handy. They eliminate the need for an opening or a measuring device. A flick of the finger—and they're open, giving the consumer an accurately-measured amount of the product. The used container is as disposable as a gum wrapper or a burned match.

Manufacturers of liquids, creams, powders and foods are now using this prize-winning package. Perhaps Unitainers are exactly the sales-spur your product needs, particularly if present-day merchandising methods and consumer convenience indicate the presence of a single-use package in your sales plans. Even aside from their no-breakage feature, Unitainers are more economical for almost any type of individual-portion product.

Write to Sun Tube Corporation today. Tell us the details of your packaging and merchandising problem. Full particulars and prices on the many available sizes and product-adaptations of Unitainers will be furnished promptly upon request.

*Reg. U. S. Pat. Off.

UN TUBE CORPORATION . HILLSIDE, N. J.

CHICAGO, ILL. DETROIT, MICH.

rry Holland & Son, Inc. Harry Holland & Son, Inc.

400 W. Madison St. 1941 W. Fort St.

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CINCINNATI, OHIO R. B. Busch 100 So. Ohio Bank Bldg.

ST. PAUL, MINN. Alexander Seymour 1745 University Ave. LOS ANGFLES, CALIF. R. G. F. Byington 1709 West 8th St.

EDITORIAL OPINION

AS WE SCAN THE PROGRAM

Contrary to appearances, the executive vice president of the busy manufacturing company who was found in the security of his private office, with his feet propped high on the broad mahogany of his desk, was not taking a siesta—he was thinking. Day after day, and frequently far into the night, he had been living with his product, studying how it was made, building up reasons in his mind why consumers should be buying and using it, and then poring over the sales sheets which so clearly showed that a profitable number of the prospects he and his sales manager had planned on turning into customers refused to be placed in that category.

Like many another executive he was in a mental fog, the result of concentrating on his product to the point where unknowingly he had retired to a little world of his own. So he had retired to his office, cleaned the papers from his desk and thought. After all, while his problem was perplexing and was costing him money, surely there were other manufacturers who had faced a similar situation and had found some corrective measure. If he could sit down and talk to them, unburden his soul and worries, and listen to how they prevented their business ships from hitting such calms, they might help. But where could he go to get in on some such constructive help? Rousing himself, he unconsciously reached for one of the magazines that lay on his work table-not that by looking through it he would find his answer, but, perchance, by momentarily relaxing his concentration his subconscious mind would work on the problem and give him something to build on.

Suddenly his eyes focused on a silly illustration of a grinning cow, with an even sillier caption "People Want Cows," staring at him from one of the pages. His curiosity piqued, he followed the copy which related that an Associated Press dispatch from London reported the advent of high popularity for a box of chocolates when its cover was changed from that of a pretty girl to a cow. "We just can't sell candy boxes with pictures of pretty girls on them," reported the perplexed candy maker, "people want cows." Ridiculous, but what in the world is the point of paying space rates for such a message. So on he read, discovering that there would be no bovine candy boxes at the Seventh Packaging Conference and Exposition, conducted by the American Management Association. But for the shrewd merchandising executive there would be things of more practical value: a vast fund of merchandising ideas, of the machinery, materials, supplies and services vital to successful packaging, which would be "an illuminating and profitable event."

Packaging? Yes, a lot of folks had tried to interest him in this business of modern packaging, but they had packages to sell, and he wouldn't run the risk of losing his good customers by upsetting them with a package which they wouldn't even recognize. But, wait a minute, this thing has been going on for seven years—there'll be a lot of individuals who are "in the know" down there, and possibly he might find someone who had an idea he could use. Well, it wouldn't cost him anything to find out something about what was going on, so he rang his buzzer, and presently had dictated an inquiry for a copy of the forthcoming program.

We might title the foregoing story "The Fable of the Busy Executive," and include a closing sentence to the effect that he "lived happily (and prospered) ever after." But, we think, a great many of our readers will not need to face diminished sales and increasing losses to make them realize the opportunity that awaits them in another of the annual packaging conferences. Having attended and been benefited by past conferences, they make it one of the "must" dates each year as the conference rolls around.

Any attempt to crowd into a three-day series of meetings all of the data about packages, materials, machines, with their developments and future trends, is an impossible undertaking. It is with a full appreciation of the attendant difficulties that the sponsors have planned the forthcoming sessions, realizing that "for the greatest good of the greatest number" they must necessarily select only a few subjects and have these discussed by individuals who are thoroughly conversant with the problems involved. But the subjects, as allotted to each session, have been chosen with a view toward coordination, and thus offer a program of greater consequence than those of former years which made little attempt to correlate related topics in a single session.

The omission this year of the customary "package clinic," while it may be deplored by some, will, we believe, be something of a relief to those who have hoped for inspiration from this source and fail to see possibilities in continuing along the lines of past performance. Not that we would condemn the earnest efforts of those who sought to make the clinics of consequence. The main criticism is that they were conducted with too little dignity and disregard of beneficial objectives. From the conflict of opinions expressed, there was little opportunity to obtain constructive information. Properly organized and conducted, there is no reason why the packaging clinic should not develop into a consequential part of each year's program. But a "new deal" is certainly in order if it is to be continued.

Two important factors which must be stressed even more in future conferences are: the relationship between

product prices and packaging costs, leading to some form of budgeting packaging costs, broken down into their individual parts, on some more scientific basis than ever before attempted; the growing importance of designing and planning packages on the basis of meeting and completely satisfying consumer needs and desires, as established by sufficiently extensive researches among representative groups of consumers to be considered authoritative. Through such meetings, the needed refinements in packaging technique and operation have an opportunity of being formulated, tested and proven.

WELCOME TO THE PRODUCTION MANAGEMENT ASSOCIATION

Last July an informal gathering of the representatives of some sixty companies was held in Cincinnati, at which time it was decided to form an association of production managers in the packaging industry. Temporary officers and directors were elected and since that time plans have been afoot for the formation of a permanent organization—the Production Management Association. The first meeting is scheduled for March 25, concurrent with the Packaging Conferences.

As a means of providing a clearing-house for and an interchange of valuable packaging information relative to methods, materials and machinery, the proposed organization can supply a need which has long been recognized by production men, as well as others engaged in the business of assembling merchandise in packages. While it is true that certain manufacturers encourage their plant managers to visit other establishments, and likewise permit inspection of their own, such interchange of ideas has been limited in the past. With the establishment of such an organization, it is probable that the practice will become more general, and advantageously so. The free interchange of ideas or reports in handling the many production problems that occur in the use of automatic packaging machinery and of materials will result in a benefit to each membercompany, and at the same time need not reveal trade secrets or processes that more properly are the private concern of an individual manufacturing company.

Undoubtedly we shall hear more of the proposed organization which has our heartiest endorsement.

WHAT OF YESTERDAY'S PACKAGES?

Every year brings forth a new crop of packages, each one of which, it is hoped by the manufacturer, will stimulate attention and attract sales. Some of these are new packages for new products; some are redesigned packages for old products. But all are launched with optimism and the sincere hope that they will make a strong bid for public favor.

Each year the All-America Package Competition encourages the entry of the season's packages; the judges deliberate and select the winners; the fortunate ones are accorded fitting awards. Then follows publicity of various sorts—a display of the winning packages in various cities; newspaper, magazine, direct-mail

and other advertising—all of definite advantage to those manufacturers whose packages were selected.

But, we say, what after the shouting and the tumult? When next year's competition rolls around, are the packages of the past season forgotten? Do they pass into the limbo of the once-great, insofar as the interest of product manufacturers is concerned?

Of course, if we adopt a long-live-the-king-the-king-isdead attitude, the answer to the latter two questions is "yes." If the sole purpose of a competition is to glorify the winners in a contest of ingenuity and creative design, there is little reason for any other attitude. And we can quite properly consider that nothing, outside of an exaggerated publicity "stunt," is accomplished.

So far as the consuming public is concerned, in the last analysis it does not buy a package simply because it is a winning package in a competition. The consumer exercises his or her prerogative, in the purchase of packages, on the basis of knowing what he likes, from the standpoint of convenience, attractability and adaptability to the product contained.

But to the manufacturer who uses packages, a competition in which principles of successful packaging are exemplified offers specific advantages. Through a study of those packages, selected by reason of outstanding merit, he is able to analyze his own and thus determine their adequacy or ineffectiveness.

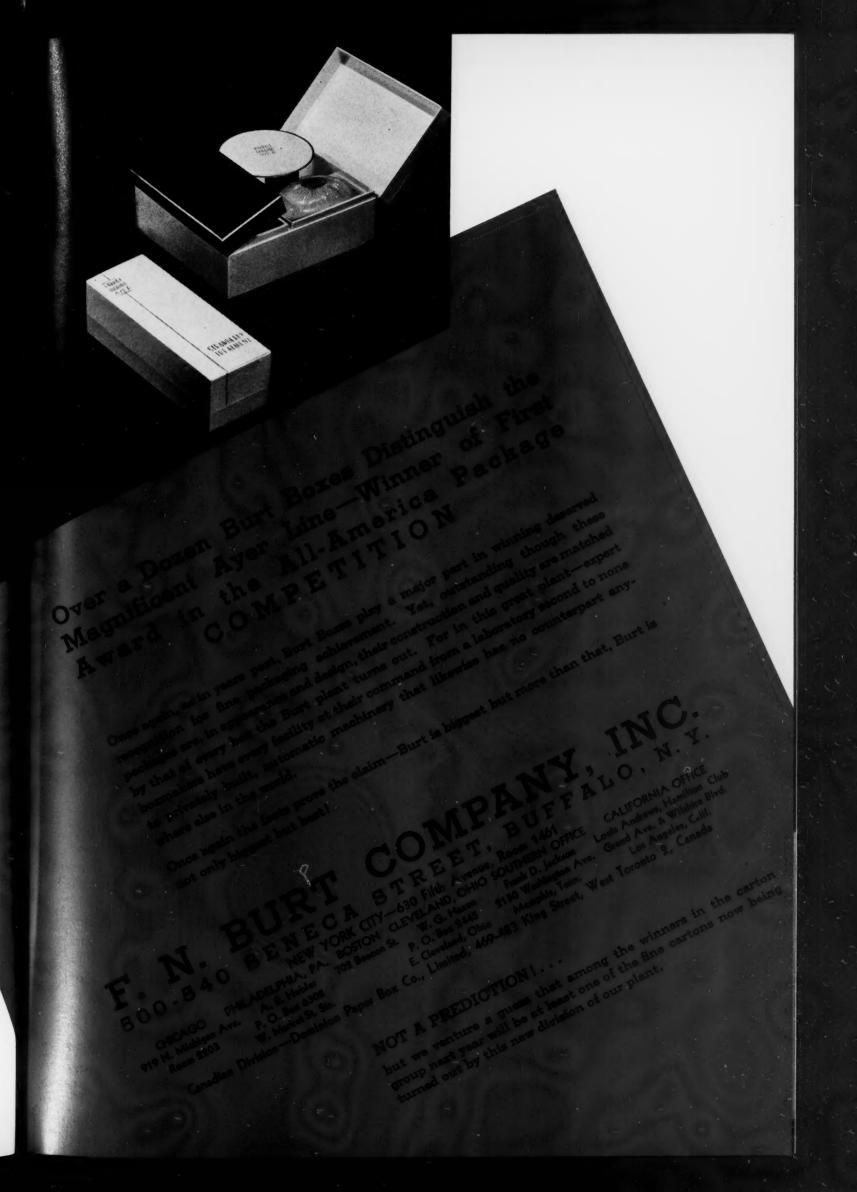
It is for this reason that Modern Packaging in conducting its All-America competitions seeks for all possible facts regarding the submitted packages. This information is placed before the judges, and upon the completion of their work the facts concerning the winning packages are presented to our readers. But package judges are not infallible—they can base their opinions only upon available information furnished them and within the limits of their experience. As far as the acceptance, by the public, of any package placed in the competition is concerned, there is no surety of this until the package has done service on the market. And most of the packages entered have had, at best, less than a year's work-out.

Believing firmly in the ability of each All-America Competition to be of direct benefit to manufacturers who seek to improve their packages, Modern Packaging has not been content to close the chapter of each year's contest with a statement of the winners. The real test of a successful package is to be found in its performance. Therefore each year, in the issue which lauds the winners in the current competition, will be found a "performance review" of those packages selected the year previous. By this means a true picture of the All-America selections may be obtained, and a greater opportunity is offered to the manufacturer, enabling him to plan his packages more intelligently. The winners of yesterday still continue to offer suggestion and inspiration for the design and production of successful packages.

SE. G. Charlton















(Continued from page 196) played a definite part in building sales of the line during the year following the redesigning, and contributed substantially in producing one of the best years' business in the notions department. Abnormal market conditions in 1936 make it impossible to point to any specific increases which were due solely to the new packages, but the reaction everywhere was favorable enough to convince the company that it should do with other items and lines what was done with the Majesty line. Abbott Laboratories. "It is impossible to determine, due to merchandising methods employed, just what part the Abbott Cod Liver Oil and Mineral Oil bottles played in the increased sales of these two products. We do know, however, that the beauty and utilitarian value of the bottles created much favorable comment from both dealers and consumers. Consequently, we feel that the prize-winning bottles had an important role in the increased sales which these two products are experiencing." E. H. Edwards Co. The Edwards Calico Pack has grown steadily in favor throughout most of the country where it is sold. Sales on this package were approximately 20 per cent greater in 1936 than in 1935. The company looks for even finer results in 1937. Cresca Company, Inc. "We found that the package was not well received by the consumer. The dealers complained that their customers did not like to see so much of the fruit hidden. We changed the design of the package to display the fruit better and found that where the two packages were side by side in the store, the newer one sold much better." Horder's Stationery Stores. Prior to the introduction of this new packaging, the company did not receive recognition from the general public, in



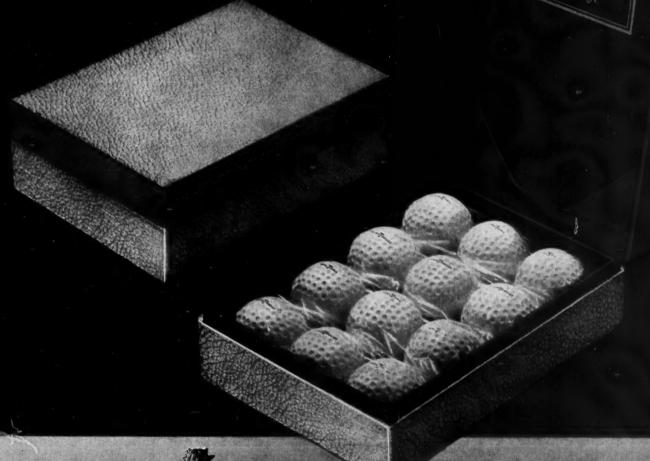




the proportion which justified its position as stationers, on typewriter ribbons and carbon papers. Thus the reason for developing the outstanding typewriter ribbon package; another reason was that, having developed a superior typewriter ribbon, it was deserving of an unusual and distinctive type of box to express the high quality of its contents. Sales are gathering momentum each month. The Gorham Company. Since the prize-winning Streamline Chest was brought out in 1935 the company has sold several thousands. It even sells well with the color scheme changed. It, without doubt, is one of if not the best ever created by not only Gorham but any silver manufacturer. Competitors asked their salesmen to send on samples of chest giving them greatest competition last year, and several sent in the Streamline. Naturally, it has been copied as close as the law allows. Standard Brands Incorporated. In 1936 sales of Pumpkin Pie Spice in the new package were very successful, although it is believed there should have been a large increase over 1935. The package was accepted favorably by all of our dealers, but in doing so caused considerable attention to be given to such an item and other spice packers immediately put out a similar product. It is believed this had considerable to do with keeping sales in 1936 below the figure anticipated. White & Wyckoff Mfg. Co. As a result of this award, the company repeated the stationery packages in its 1936 line. Novelty packages of this type, however, have never produced satisfactory sales a second year but it was desired to make the test and therefore disregarded previous experience on similar packages. The results unfortunately again showed that customers apparently do not want to purchase the same novelty package the second year.

PROTECTED with LACQUER







This Spalding All-America
Gold Award Package is Covered
With Lacquer-Coated Paper
Produced by
Beveridge-Marvellum Company



A THOUSAND HANDS CAN'T HURT A LACQUER-COATED PACKAGE



This Gold Award Gift Package was designed for the Holiday trade. From Thanksgiving to Christmas, a hundred times a day, packages of this sort are handled by busy clerks, debating shoppers, and hurried bundle-wrappers.

Ten years ago, all you could do about it was—Hope. Ten years ago the percentage of "store-spoiled" goods was startling. But today, you can have more attractive packages that—at the same time—are protected with an armor-coat against handling, soiling, scuffing, scratching, chaffing, heat and moisture.

Tough, resilient lacquer coatings have been developed that can stand up and take every form of use and abuse—and still preserve their original attractiveness. Lacquer-coated packages and wraps also preserve the high quality of your products—keep them fresh as the day they were packed.

And lacquer definitely adds beauty, brightened color, and brilliance—doubling and redoubling the sales power of a package. A great variety of beautiful lacquer-coated papers are available today. And lacquer can be applied to your printed cartons, labels, and wraps.

Lacquer coating is the keynote of modern packaging for it assures factory freshness of both product and package from manufacturer to consumer. Ask your package maker for complete details.

COMMERCIAL SOLVENTS CORPORATION

NEW YORK CENTRAL BUILDING, NEW YORK, N.Y.





MY RROBLEM IS Lifterent!"

Many a business man thinks his packaging problem is different. And rightly so, for it is seldom that two packages are ever quite the same. In one case an expensive package may bolster sales, and in another keen competition may dictate extreme economy. Even identical products might need different packaging papers due to varying plant equipment.

Thus to best meet the many conditions under which products are packaged today, the Riegel Mills offer the widest variety of packaging papers available

from any one source. There are over 130 types of paper in the Riegel line—a wide selection from which most manufacturers can choose exactly the right paper for their individual needs whether it be protection, attractiveness, production efficiency or economy. Investigate their possible value to you. Write for our latest packaging portfolio.



RIEGEL PAPER CORPORATION

342 MADISON AVENUE . NEW YORK CITY

... what a difference

... "fresh" has a double meaning when applied to Aluminum foil. First off, it means a vigorous, sparkling approach to the package design problem. Not a new idea, but ever youthful, modern. In all circles of package society, foil's brilliance is admired; its appeal, magnetic.

... equally important is the other meaning of "fresh," which pertains to the contents of Aluminum foil packages. Be they coffee, peanuts or potato chips in foil bags, or candy, cigarettes or soap

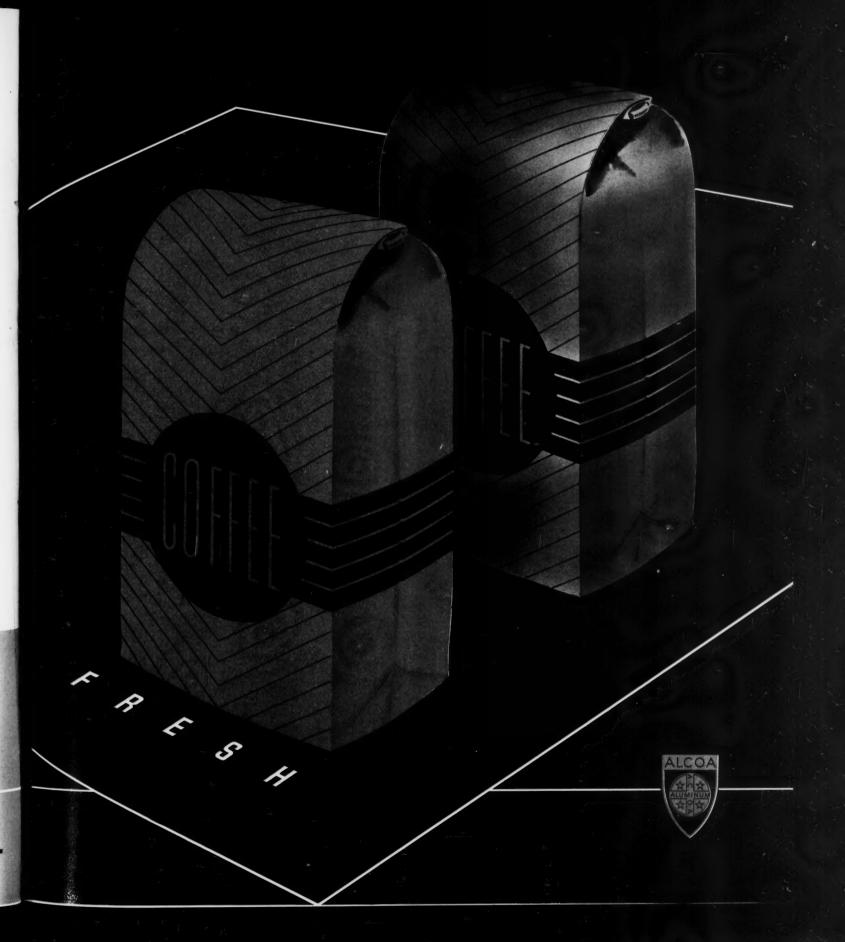
foil packages. Be they coffee, peanuts or potato chips in foil bags, or candy, cigarettes or soap in wrappers, the original qualities their maker gave them are fully protected. Air, light, moisture and heat, the foes of freshness and flavor, are foiled by foil. Goodness is preserved for the user.

... contact your favorite bag manufacturer for full details on bags of Alcoa Aluminum Foil. Or write us for names of firms who supply them. In Alcoa Aluminum Foil you can get whatever your design requires: plain, embossed, decorated, backed, unbacked. And always the highest quality. Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

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name is A LUMINUM FOIL

a makes



PLASTIC BOXES FROM STOCK MOLDS

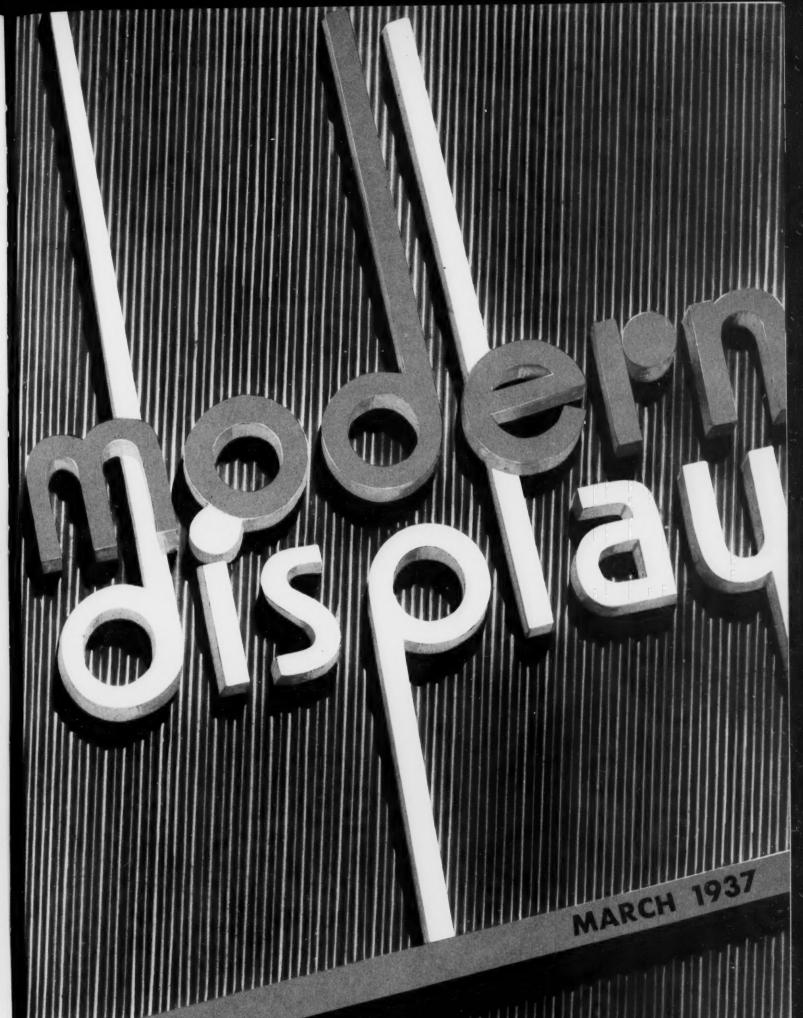
SHEET ELEVEN

Plastic boxes of various sizes and shapes are available to manufacturers without mold cost. They may be had in many attractive colors and their finish is permanent. Samples will be sent to those interested executives who mention both sheet and item number when writing.

- 87. Box 10 in. long, 3-7/8 in. wide and 1-3/4 in. inside depth. The lift-off cover of a contrasting color has a raised panel and embossed design. Overall height 2-1/2 inches
- 88. Semi-circular box with side legs to prevent rocking. 3 in. long, 2-3/4 in. wide and 1-1/2 in. inside depth. Lift-off cover has a rectangular handle

- 89. Box 6-1/2 in. long, 3 in. wide, and 1-1/8 in. inside depth. Hinged cover of a contrasting color has a mold design and the sides are fluted
- 90. Ring box with black base 1-3/16 in. square, 9/16 in. high. Decorated green top 1-5/16 in. square and 1 in. high is geometrically designed
- 91. This ring box has a raised and recessed geometrical design on the cover and sides
- 92. Rouge box with contrasting base and top has a 1 in. diameter, 3/8 in. inside depth. Quarter-turn cover, 3/16 in. high
- 93. Box with lift-off cover and elaborately embossed design. 4-1/2 in. long, 3-3/16 in. wide, 3/4 in. inside depth. Overall height 1-3/8 inches





POLYGRAPHIC DISPLAYShave RINGPOR

POLYGRAPHIC WINDOW, COUNTER, PULTUKAPHIC WINDUM, COUNTER,
AND STORE-INTERIOR DISPLAYS
AND THEM AT THE POINT-OF-SALE
STOP THEM AT POLYGRAPHIC COMPANY

OF AMERICA, INC.

TELEPHONE: MUTTOY HIM 4-1200

TELEPHONE: MUTTOY HIM 4-1200

MODERN DISPLAY

"THE PUBLIC BUYS WHAT IT SEES"



"Pretty picture" cards, popular "dealer helps" in the 80's, were the forerunners of all present point-of-sale promotion

IT IS perhaps paradoxical that the dealer display, the oldest of all advertising mediums, and one of the most widely used, has remained the last to be organized and put on any kind of a scientific basis.

The primitive metal worker hurrying to the market place utilized the display principle when he set himself up in the thick of the motley crowd, raised his voice in a yodel and thus directed the attention of passers-by to the wares which surrounded him. Early Roman tradesmen habitually set rows of goods in front of their shops to intrigue the public. Inasmuch as the majority of the population in the Middle Ages was illiterate they could

only be appealed to by openly showing the products for sale, or by displaying suggestive pictures or emblems. Thus the characteristic red and white encircled pole of the barber, the mortar and pestle of the apothecary and the boot of the shoemaker, were familiar symbols hundreds of years ago, even as they are today. The poster owes its origin to the fact that certain English streets were provided with hand rails, for the protection of pedestrians, on the posts of which cards and handbills were affixed to attract public attention—hence the name.

But while these facts are historically interesting, dealer display, at least as it is now known and used, does not greatly antedate the opening of the present century. While it is, and always has been, the rule that "the public buys what it sees," organized dealer displays are concurrent with the period when the increase in production had passed beyond the point of supplying the bare economic necessities of our population. It was only when the manufacturer was faced with a surplus, that the necessity became evident of making some concerted effort to win as large a place in the public's knowledge and favor as possible. This laid the groundwork on which a manufacturer first went into seeming partnership with the retailer, through the medium of the store display.

The period following the Civil War was one of great industrial activity and development. Emphasis was necessarily placed on production for demand far outstripped available supplies. By 1900 manufacturing had become fairly well established in most lines and industrial leaders began showing signs of a change in thinking and planning. The fallacy of manufacturing larger and larger quantities of merchandise which lost its identity in its travels from factory to consumer, and bore

no tangible promise or protection of a profitable future business for its maker, was making itself felt.

The problem resolved itself to one of establishing in the minds of large numbers of consumers a consciousness and a preference for a particular product, which would be purchased and repurchased on the basis of a specific identifying mark rather than simply a generic name. That this protection lay in the development of individual trade marks or names is substantiated by the fact that whereas there were less than five hundred registered trade marks in the entire country in 1875, by 1910 there were almost fifty thousand.

Closely allied to this was the development of the individual package which not alone carried the product untouched and unsoiled to the ultimate consumer, but gave the manufacturer an undisputed opportunity of carrying his name or trade mark completely through the distributive channels. Unbranded merchandise, packed in barrels, kegs, boxes and other bulk containers, were opposed to the manufacturer's own selfish interests of name and product identification, protection and specification. Individually packaged products on the other hand offered all of these plus a sound basis for the

expenditure of substantial sums of money on extensive promotional activities.

Modern dealer display could not exist or have developed to the point it has had it not been for the tremendous service rendered the manufacturer by the modern consumer package. And here we may well pause to pay tribute to the high service rendered by the early advertising agencies. Through their good efforts publication space was systematized and placed on the market as a tangible and dependable commodity. By establishing sound bases for rates and circulation statements they made it possible for a manufacturer to buy a definite unit of space, with a definite circulation, and for a definite price. Thus they produced a working tool capable of accomplishing the important job of promoting trade marked, or otherwise properly identified, products in an advertising campaign, of local, sectional or national proportions.

And in this fact we find the reason for the lagging, halting progress that has been made in organizing and systematizing dealer display. Having gone through the painful process of bringing order out of chaos in the newspaper and magazine field, the advertising agencies

"Clever" retail store displays, used about 1900, either as wall hangers or propped up in show windows. Unquestionably they won attention, but did they sell overalls and tobacco?





The MODERN Shipping box



Compare today's shipping box with that of yesterday. Note the vast improvement . . . the addition of color . . . the decided trend toward modernization. Today's shipping box is an aid to sales . . . an important part of the merchandising plan. In the illustration above, the trade-mark background identifies the package as the company's own. The modern lettering and the faithful reproduction of the fan transforms what formerly had been just another shipping box into an attractive advertisement and a colorful display package. An illustrated book, "Modern Shipping Boxes" tells the complete story. For your copy, write—

THE HINDE and DAUCH PAPER COMPANY
323 Decatur Street Sandusky, Ohio

HINDESDAUCH

then made it their business to sell space, the price being determined by the circulation. In dealer display, however, where the space was free and the circulation even larger, nobody made it his individual business, or rallied all those who had a real financial stake in it to cooperative action, in any attempt at standardization, simplification, or even in collecting and disseminating authentic information. Publication advertising developed and progressed as a strong cooperative movement. Dealer display hesitated as an individual undertaking.

Perhaps the first attempts in our industrial development to utilize dealer displays were the highly ornate picture cards which filled the scrap books of our childhood, and which were distributed by our local store-keepers. The next step was an enlargement of these "pretty picture" cards, punched with holes so that they might be hung on the walls—hence the term "hangers." It may be suspected that the manufacturers who furnished this type of displays to their dealers were activated more with gaining their good-will than with any conscious effort at promoting the sale of a trade-marked article through its display. While we still have evidences of these dealer "throw-aways" which are indiscriminately distributed, they form but the outer fringe of the display industry as it is organized today.

As more and more manufacturers adopted "dealer helps" competition asserted itself, and the move then was to dominate dealers with larger and still larger displays, lithographed in more and more brilliant colors, which by their very bigness would completely outdo competitors. But while brute force may dominate in newspaper advertising, such was not the case with retailers. They reserved the right to conduct their businesses as they deemed best, discarding unused those dealer displays which they felt were unsuited.

Following the pretty picture and brute size displays we then witnessed the vogue for clever or cute displays. "The Latest in Overalls" display, shown herewith, undoubtedly fitted in with the trend, and won attention, but it probably did little to sell overalls to the "rough handed sons of toil." The duly-framed Mail Pouch dealer display is another example of this period, when chewing tobacco was a habit encouraged among the "he-man" constituency.

As long as display material remained in this category, virtually nothing more than a "sop" to the dealer, manufacturers didn't concern themselves with whether or not it was used and to what extent it fitted in with the needs and possibilities of the situation. Of course the advertising agencies who had so skillfully organized other media gave little serious thought to dealer display; it was too indefinite and unscientific. True, the advertising campaigns they planned were weakened by not following through to the point-of-sale, where purchases



DONE IN DUOTONE

The preceding 48-page pictorial insert featuring the winners of the All-America

In appreciation of this privilege we submit, for beauty's sake alone, another pleasing duo-tone of sentimental significance.

competition was done in duo-tone by the NATIONAL PROCESS COMPANY.

Whether your purpose be business or sentiment, duo-tone's richness, its depth, its infinite variety of subtle color combinations, will adorn your pictorial message with distinction. Especially when blended with the skill and understanding which National Process craftsmen bring to your service.

THE NATIONAL PROCESS COMPANY, INC.

75 VARICK STREET, NEW YORK · LITHOGRAPHERS SINCE 1912



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THE NATIONAL PROCESS COMPANY

celebrating its own Silver Anniversary, tenders its heartiest congratulations to

MODERN PACKAGING

on the occasion of its Tenth Anniversary

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Modern window displays use every known device and appeal to divert traffic from the side-walk and direct it into the store. The illustrations above and below show just a few of the well-planned window displays which were successfully and profitably used during 1936

were made and the entire advertising effort justified. With no alternative they hammered away with as large publication space as they could secure within available appropriations on the theory that they could create consumer demand and thus force consumers to go to their dealers and buy the advertised products. The disturbing fact was that occasionally a product, without benefit of any organized advertising effort behind it, but which was prominently displayed in stores, created a spontaneous consumer demand and resulted in purchases that made serious inroads into the position of widely advertised products.

So long as America was made up of groups of small towns, each with its own restricted retail outlets, and travel between towns a laborious process, it was satisfactory for the retailer to sit down and wait for his customers to come in. But in this day of multiple retail outlets for about every conceivable product, in every city, village and town, sitting down and waiting for customers to come into the store is almost literally business suicide. In newspapers, magazines, direct mail and over the air, consumers are being informed of existing products and their advantages. But to complete the selling cycle, and make the whole process profitable, it is necessary to prod the memory of consumers at the point of sale, where the minute that buying impulse is aroused, it may be satisfied. The advertising campaign that overlooks the retailer, and his importance in the distributive process, may well be short-circuited by some lesser or almost unknown product which has no backlog of general advertising behind it but does a conclusive selling job at a time and place where it results in concrete results-sales. General advertising informs and helps

consumers arrive at decisions to buy in the future. Dealer displays remind, inform and persuade consumers to buy immediately.

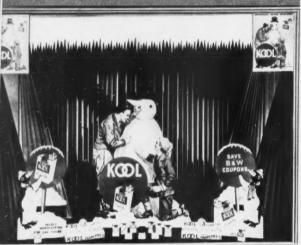
The two things which make publication advertising useful to the manufacturer are space and circulation. These same two factors are present with dealer display. Millions of square feet of the choicest space, fully protected and located on the lines of greatest traffic, represent the settings for dealer displays. This space is free for the asking provided the display holds within itself the possibilities of doing a profitable selling job for the retailer's benefit. And as to circulation, the windows of retail stores in the United (Continued on page 227)

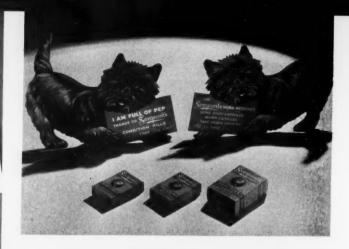




MARCH 1937









ADVERTISING DISPLAYS

An M-J-B Coffee poster which simply and directly tells its selling story. Designed by Lord & Thomas, and produced by The Strobridge Lithographing Company Whimsical gnomes allied with a giant dish of Borden's delicious ice cream make an effective window display with an irresistible appetite appeal. Created and lithographed by Kindred, MacLean and Company, Inc.

The life-like reproduction of cairn puppies gives genuine interest to the Sergeant's dog remedy counter display.

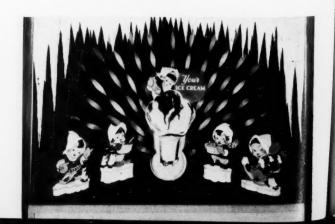
Produced in four colors by Kaumagraph Company

Cutex emphasizes the subtle charm of delicately colored finger nails in a display which uses celluloid nails done in exact shades. Designed and produced by Sackett & Wilhelms Lithographing Corporation

Building a giant penguin out of snow furnishes an appropriate seasonal setting and ties in with the product's major appeal in the Kool Cigarette window display designed and produced by Niagara Lithograph Company

Demonstrating the uses of Easy-Aid Curved Needles is effectively accomplished in the display-dispenser produced by Oberly & Newell Lithograph Corporation

Combination mass package display and merchandise offer featured in Parker Pen Company's latest offering of Quink. Created by W. J. Rankin Corporation, produced by The Strobridge Lithographing Company



GALLERY OF

Two clever counter salesmen which place Handi-Tape and Wet-Pruf dressings of Bauer and Black within easy reach of customers and result in their stopping, looking and buying these convenient but oft-forgotten "first-aid" allies

Products in limited demand, like OXO, get front-line selling position, out on the counter, when they are placed in attractive display baskets such as the one created and produced by The Forbes Lithograph Company

Radiant and continued good health, the rightful possession of youth, is beautifully presented and emphasized in the Schieffelin Pure Norwegian Cod Liver Oil display produced by Oberly & Newell Lithograph Corporation

The head and arms of a lovely girl, done in natural color, against a solid black background makes an eye-arresting display for Pacquin's Hand Cream. Created and lithographed by The Forbes Lithograph Company



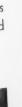


















Combination advertising and product display which sticks on the inside surface of a show window. Setting it in position is accomplished by slowly peeling off the protective tape covering, placing the gummed surface against the window, rubbing it for an instant and it's there to stay

POINT-OF-SALE DISPLAYS THAT STICK

by E. S. WINETROUB*

EVERY SALES and advertising manager well knows that his value to his employer lies in his ability to get convincing messages through to ultimate consumers in such a way as to create a desire within them to buy and use the product. Through the consistent efforts of personal salesmen, distribution is secured in as wide diversity of stores and territories as possible. Through the equally consistent efforts of intelligently designed advertising all potential consumers are *informed* as to what the product is and what it will do, *persuaded* to buy it to enjoy the benefits offered and finally *reminded* where it may be purchased.

For the accomplishment of this combined job of education and stimulation, various types of "general" advertising media are available. "General" in this sense refers to the fact that such advertising is directed to all consumers rather than being limited or specific in its appeal to certain definite parts of the whole population. Chief among these general advertising media are newspapers, magazines, street car cards, billboards and radio. Individually and collectively they build an acceptance and familiarity among the general buying public for a trade named product, to the point where they know what it is and, if the advertising is carried on for a sufficient period, may arrive at a point where the generic name and the trade mark name become synonymous in their minds. Thus say to the average consumer "Wrigley" and his immediate rejoinder is "chewing gum"a result gained by years of consistent advertising.

Businesses prove profitable and grow in size and strength on sales rather than on name familiarity. Thus, even though all forms of general advertising may be used, no advertising campaign can be complete if it lacks the continuity and follow-through to the point-of-sale. General advertising influences and shapes the buying desires of consumers, but satisfaction of those

desires are largely dependent on retail stores where the products are available. Point-of-sale advertising supplements other forms, reminding consumers of desirable products, their advantages and uses, thus encouraging and pleasantly forcing immediate purchase. It is generally conceded therefore that point-of-sale promotion is indispensable to complete the advertising cycle and make it profitable.

But while advertising managers agree on this point, they are confronted with a three-fold problem in the retail store:

- 1. Getting the promotional material up on display.
- 2. Keeping it up for a sufficient period to do a selling job.
- 3. Increasing competition for even limited display locations.

In the face of this problem many an advertising manager has become discouraged to the point where he does little but "go through the motions" in planning and creating point-of-sale display materials. While he will not hesitate to use beautiful art work and costly engravings for advertising appearing in controlled locations, i.e., in magazines, on billboards, etc., when it comes to store-promotion he resorts to the most inexpensive forms. His feeling is that he has no control over store interior locations, his displays probably won't be used—and, sad but true, retailers place no more value on them than he did and so discard them unused.

Contrasted to this situation is the advertising manager who tackles his dealer display material problem with a more hopeful and intelligent viewpoint. He starts with the premise that he has a good product, that it fulfills specific human needs, that it is priced right, and realizes that bringing dealers to the point where they will use the display materials he prepares for them is a selling job. In his creative efforts he has borne the needs of his dealers well in mind. He knows they have no time

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cards

*Eastern sales manager, Kleen-Stik Products, Inc.







Top: Rubbing the back of the display firmly affixes the gummed surface to the window. Center: Applying a hinged or flange display on a wood surface. Bottom: This display cleverly combines advertising message with dummy package. At right: Small posters, strips and cards, fitted with Kleen-Stick strips, are always seen because they are assured vantage points in store interiors and windows

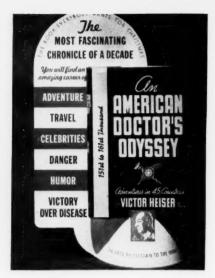
or patience with cheap displays. He realizes that no dealer wants his walls, counters or fixtures marred with thumb tacks or unsightly gummed tape. While there may be little possibility of his securing an entire window or showcase for his product alone, he knows that if the dealer is once convinced he is working for his best interests, helping him sell goods faster, in large quantities and at greater profit than he would be doing alone, he will lend a helping hand. Thus armed with a logical approach to his problem he utilizes the available space in the retail store for a small but compelling and eyearresting display, one that may be readily set up, that will stay put, that won't mar any surface, and that will assist in the all-important job of selling merchandise. By selling the idea to his own salesmen he assures himself that these displays will be used-for the salesmen in turn pass on the message and set up the display with the full consent of the dealer.

An ideal situation? Yes, but not one that is so idealistic that it hasn't been proved time over and again during the past few years. But let's (Continued on page 227)









An ingenious device which performs a commercial jiu-jitsu. Made of light-weight inexpensive paper the shape and weight of the product displayed is cleverly used to provide great strength and stability

THE PRODUCT SUPPORTS THE DISPLAY

THERE WAS A TIME in the development of merchandising, as we know it, when the retailer was relegated by the advertising fraternity into the category of "the forgotten man." True, they admitted his existence and the fact that he did exert some influence in the movement of goods from the places where they were made to the places where they were consumed. But his influence was minor, in their judgment, compared to the importance of multi-color "smashing campaigns" using full pages and spreads in national publications. Once they had emblazoned the product's name and virtues throughout the length and breadth of our land "demand" would be created. This would theoretically bring consumers on the run to the retail stores where selling was dispensed with and wrapping and making change was all that was necessary.

True, every so often they would encounter some client who firmly believed in promoting sales in retail stores. So, largely for the sake of keeping peace in the family, they would make up some "dealer helps," or suggest that the client's own advertising department handle this routine work. Packaging was considered in about the same light, as evidenced by the fact that package illustrations were rarely accorded a place in a manufacturer's advertising. Even in the "dealer helps" a decided minority were so designed that the package was shown as a definite part of a display. Sure there had to be packages and retail stores, but so long as large advertising appropriations were forthcoming, so long as sales were kept at satisfactory volumes, why worry about these minor matters? It was the job of the manu-

facturer's sales department to stock up the dealers, while the advertising department and agency were occupied creating and shaping demand.

At just about that time something happened to change the entire set-up. The country entered a period of economic depression. The public which had apparently been willing to accept and buy almost anything offered it suddenly stopped spending. With storm clouds ahead advertising appropriations were either drastically curtailed or became non-existent. The momentum gained lasted for a time but this soon slowed down to an alarming degree. Manufacturers who had ridden along on the crest of huge advertising campaigns—properly done up in impressive brochures which were dramatized and merchandised at the annual sales conventions—found they had to meet tougher conditions than ever before, without the aid of advertising!

Continued over a sufficient period these new conditions caused a tremendous amount of revised thinking and planning. The "forgotten man" suddenly became "the man of the hour" in the discovery that millions of consumers daily visited retail stores and could be just as effectively reached there as through general advertising media. And perhaps more effectively, for once the desire to buy was aroused, it could be satisfied immediately, without running the risk of anything obliterating it from the consumer's mind between the time the message was read and the product was available.

Another important discovery was the fact that in addition to being a good container, a package could be made a most effective advertisement and salesman in its



Designed and Manufactured in Color Lithography for National Advertisers in all Merchandising Fields







MANUFACTURERS • DESIGNERS

ADVERTISING METAL DISPLAY CO.

FACTORY & GEN'L OFFICES—125 GREEN ST., CHICAGO EASTERN BRANCH—2 EAST 23rd ST., NEW YORK CITY

■ REPRESENTATIVES IN PRINCIPAL CITIES ■

own right. While effort placed on the development of re-packaging programs and sound point-of-sale display and promotional methods didn't offer the same dramatic qualities found in the launching of large advertising cam-



paigns, they nevertheless succeeded in moving merchandise, speeding up turnover and paying profits in a very tangible manner. And it is a matter of record that on the basis of actual results accomplished, that can be definitely accounted for, that these package and retail store merchandising programs paid dividends seldom directly traceable to other and much more expensive promotions! It is fairly safe to say that these two forces have sufficiently proved their value in selling merchandise during the past few years to continue being given major consideration no matter how much additional advertising may be utilized in the future.

But herein lies a difficulty. The swing from the period when point-of-sale promotion was the exception to the present when it is the rule, has brought with it many display units which are poorly suited to either do a selling job or meet the display needs of the dealer. In all locations and retail classifications, dealers are the recipients of almost countless displays. Obviously not all of them can be used. This has led some executives to the belief that this form of sales promotion is unstable and uncertain. As against this fallacious reasoning case after case can be cited to refute it. The true measure of an effective display lies not in its cost, or the materials from which it is constructed, but rather in how well it meets the needs of dealers who are in business to make money through the sale of wide varieties of products. It isn't necessary to make the display so large or impressive that it will knock the dealer's eyes out. If he can

see that it is built with his needs in mind, and that it has a reasonable chance of selling enough merchandise to justify the valuable space it will occupy, he will give it a trial. But it must be designed to sell merchandise to arouse his interest and support.

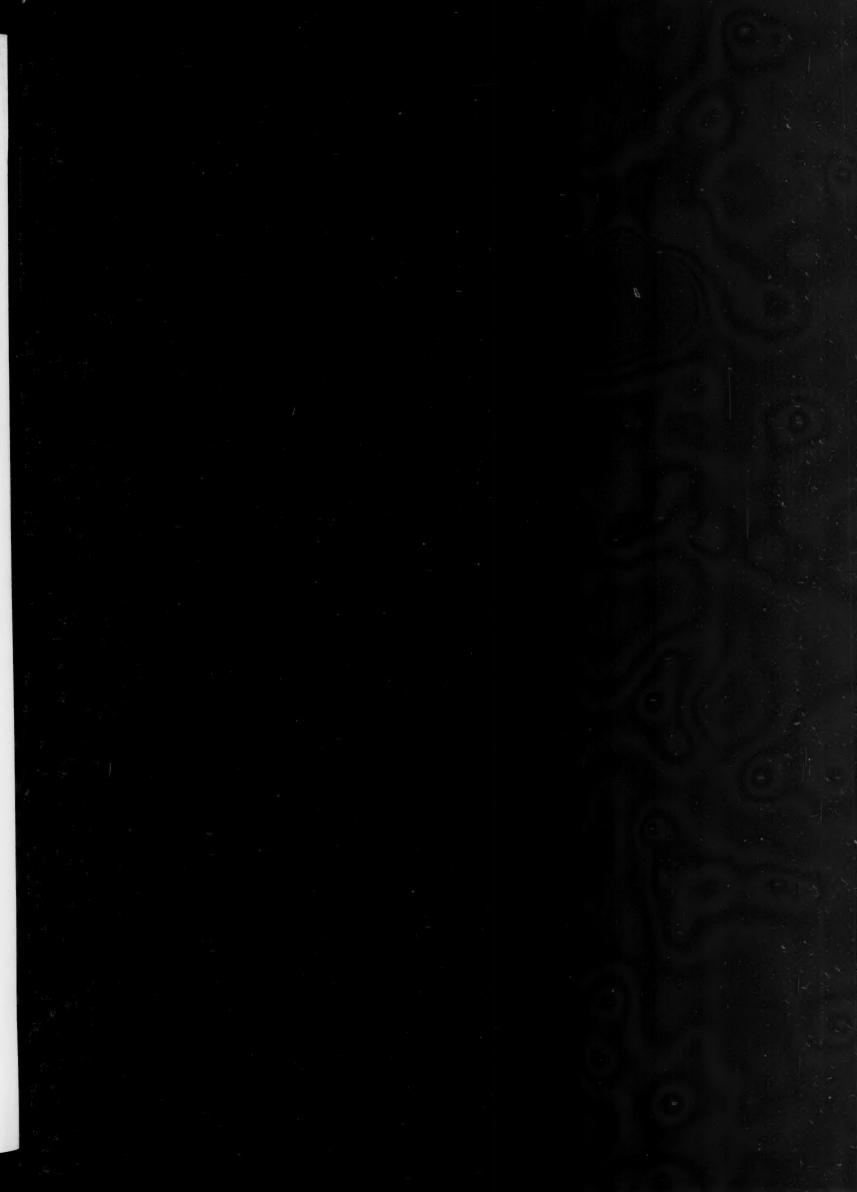
One interesting method of accomplishing this objective is by providing frequent changes in displays. There are few products indeed that can't be presented from several interesting and compelling angles. It may be on the basis of seasonal appeals or the wide variety of uses for the product. Rather than trying to crowd all of these into one fairly elaborate and expensive display, it oftentimes proves more profitable to present one phase of the entire subject, in a rather inexpensive display unit. The dealer has somewhat the same viewpoint as his consumers-anticipating and expecting frequent changes—which enables him to keep his store and displays fresh, attractive and right up to the minute. If each display is to be used for a comparatively short time and replaced with another new and interesting one, it is not difficult to enlist the retailer's cooperation.

That there is considerable foundation for this line of reasoning is evidenced by a number of interesting and inexpensive displays now in use—such as the Napcone—recently developed by The National Process Company, Inc. While not a novelty the Napcone is an absolutely unique application of ordinary, inexpensive materials to secure an effective display.

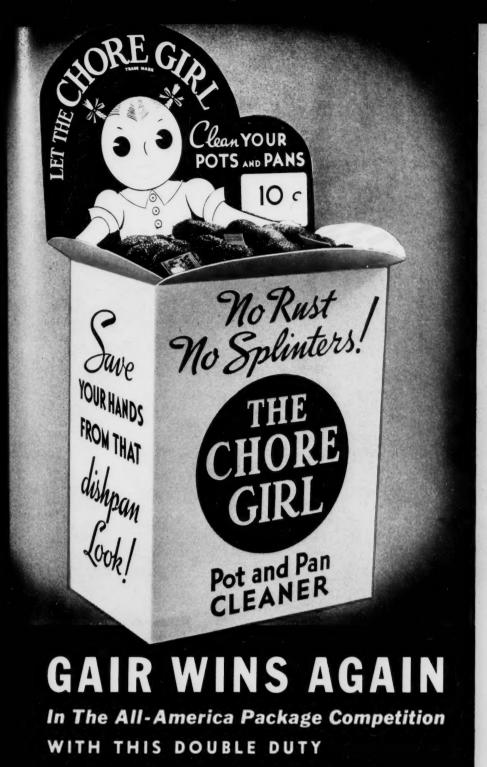
At first glance it might be considered totally impractical to attempt to build a display unit out of light weight tag stock. The expected flimsiness fails to materialize when this ingenious display is set up, for by using a commercial jiu-jitsu a bottle, can, book or other object, weighing several pounds, is held steadily, firmly and securely in place. The principle involved in the Napcone gives this display tool surprising strength, by using the shape and weight of the product displayed to insure stability. By the simple process of forming a cone, through inserting a tongue in a slot, the weight of the displayed object is accurately distributed on it, in relation to its center of gravity, so that there is small possibility of its tipping over.

The Napcone is lithographed only on one side, and in addition to using paper stock a fraction of the usual weight, entirely eliminates the necessity of mounting or using easels. It permits placing the product at the properly inclined angle for the consumer to readily get the sales message when looking down at it on the counter. Inasmuch as it folds flat, the Napcone can be inexpensively mailed, or may be included with each case of goods shipped. A further advantage is that salesmen easily carry a supply, installing them in all stores called on, which is impractical with many large, complicated displays.

In a recent test a national advertiser sent a Napcone display with a letter to several thousand retailers, hoping to get their reaction. The response showed that over two-thirds of the dealers experienced no difficulty in setting them up and most willingly put them to work on their counters. Another test conducted among a







Recent Gair advertising has stressed the Gair floor-displays which have created such sensational sales records for so many products. So much so that this award provides the right opportunity to remind all and sundry that the Robert Gair Company is one of the largest and best equipped manufacturers of shipping cartons . . . that Gair engineers and carton designers . . . working in the most modern laboratories we have been able to design . . . stand always at your call whenever a problem arises.

CHORE GIRL MERCHANDISER!

ROBERT GAIR CO., Inc. 55 East 44th St., New York, N.Y.

AIR COMPANY CANADA, LTD., TORONTO, CANADA

This display stand, designed and manufactured by Robert Gair Company, is a double duty merchandiser—with a base that acts as the shipping container in which the merchant receives and stores the goods and a display background and tray (in a single piece) that is shipped with the merchandise and set up in less than a minute when the case is opened.

The gayness and brightness, life and pep and cleanliness of this unit have not only attracted the All-America judges, they have won for Chore Girl copper wools the good will of dealers and the impulse purchases of thousands of women. Particularly is the display unit convenient for the dealer who stores that portion of the two-gross content which is not on display in the bin formed by the lower portion of the shipping case, access to which is easily obtained through a cut in the back panel of the case.

This prize-winning display is but one of dozens of types developed and perfected by the Gair organization... all distinguished by their simplicity and their record for effective creation of sales. Clip the coupon below or write us and we will send you full details about our floor stand service.

ROBERT GAIR CO., Inc. 155 East 44th Street, New York.

Gentlemen

- ☐ Have your representative visit me at...

(ADDRESS)

FIRM NAME

(YOUR NAME).

IT'S PACKAGES LIKE THESE THAT WIN
in the All-American Package
Competition and on the counters
and in windows of
THOUSANDS OF MODERN STORES



THE DIFFERENCE
LIES IN THE
DECORATIVE VALUE
OF A & W
LITHOGRAPHIC
FINISHES

An A & W finished package is not only a prize-winner in package competition—it is a customer-winner wherever your product is displayed and sold.

A & W finishes are inexpensive to apply, and give extra sales appeal to your packaged products. Call the A & W salesman for any special information you may acquire.

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Builders of fine industrial finishes

more limited group showed an even higher percentage of receptivity and adoption.

Because of their relatively low cost, it is entirely practical to plan them in series, each one devoted to a use of the product or one of its major advantages. Utilized in that fashion, the first one may be set up by the salesman who tells the dealer about the entire program, and paves the way for the reception and use of the succeeding Napcones. The same advantages claimed for other types of display advertising can be proven to exist in Napcones, and in most cases at a substantial saving. Thus this lightweight display medium carries a heavy-weight punch—with consumers—delivering convincing sales messages at a time when they will do the most good.

The challenge in all displays lies in making them contribute their full potentialities in the selling process, and when low cost can be added, there is no sound reason why alert manufacturers should not put this simple, effective display at work shaping and stimulating demand and purchase at the point-of-sale.

POINT-OF-SALE DISPLAYS THAT STICK

(Continued from page 221) get away from generalities and get down to specific cases. If the shelves, counters and windows are already crowded, how about other locations in the store? The edges of shelves, upright standards, fronts of counters, bare spaces on the walls, sides of certain types of display fixtures and small spaces on the windows are available.

The value of small cards and posters has long been recognized as dealer help material that can tie-in with more ambitious forms of advertising and be economically reproduced. True, these have been and are being used today, although in many cases their sponsors have failed to help them accomplish their complete potentialities due to faulty methods of making them stick to the surfaces on which they have been placed. If ordinary gumming or re-moistening gum has resulted in losses in shipment, due to signs or small posters sweating and sticking together before reaching the dealer's store, or if in hot climates they fail to adhere tightly to the surface and sag or fall off, certainly this is insufficient evidence to condemn the advertising medium. Improve the method of affixing it to any type of plain, hard surface, and that objection is readily overcome.

In the accompanying illustrations are shown a number of Kleen-Stik displays of various sizes, shapes and forms which, while not possessing a great deal of dramatic or news value, are sticking to their job of encouraging and stimulating purchases day after day in thousands and thousands of retail stores of all kinds. They are being used on all types of fixtures, show cases, painted walls, counters, enameled refrigerators, pianos, radios, tile and marble surfaces, back bar mirrors and on the inside and outside of show windows. Each of these is provided with Kleen-Stik strips, containing a special gummed substance which permits putting them anywhere without the use of water, glue or stickers, and without marring or scratching the finest finish. To apply a

Kleen-Stik display, simply peel off the protective tape covering, place the gummed surface flat against the window, wall or woodwork, rub for an instant and the display is there to stay. When desirable to remove, simply pull gently and off it comes.

Kleen-Stik point-of-sale displays are not the product of a single printer or lithographer, rather are they the products of a large number of manufacturers licensed to use the process, materials and machines developed by Kleen-Stik Products, Inc. Any size or type of card, poster or window strip capable of being used at thepoint-of-sale may be made a Kleen-Stik display, giving it new life and usefulness. For, as illustrated, when one of these is mounted at one edge it attains a three-dimensional appearance which by its sheer novelty cannot be missed by consumers entering the store. Kleen-Stik works equally well over ink or directly on the paper surface, and may be applied to most types of papers. Through this simple, economical and practical device several hundred product manufacturers have found a sound answer to the problem of producing dealer-helps that are welcomed and used by their retailers.

"THE PUBLIC BUYS WHAT IT SEES"

(Continued from page 217) States are seen by a greater number of people than the combined circulation of all publications. But it is only when this circulation passes out of the purely theoretical and becomes a definite figure, capable of being audited just as any other circulation, that it becomes a dependable and workable selling tool. It was in the direction of developing ways of auditing this window display circulation that the greatest opportunity lay for real recognition. The development of dealer displays from the category of "throwaways" to an accredited place in the distributive machinery available to modern manufacturers was dependent upon three major factors:

- That no merchandising campaign could be complete which overlooked the retail dealer who could and would use and profit by intelligently designed displays.
- 2. That the development of dealer displays called for something far more important than simply a pretty picture. Inasmuch as the display held the potentialities of a salesman for the product it advertised, it could only be created by a consideration of color, size, copy, illustration, construction and intelligently controlled distribution.
- 3. That the circulation reached by dealer displays while being admittedly equal to the population of the entire country could only become useful by being measured or audited in some manner which would make it understandable and dependable.

One of the first serious efforts made to get authoritative facts on dealer displays was conducted by a professional research organization in 1914, calling on several hundred of the largest advertisers in the country. The majority of these reported that they believed strongly in

window displays and other point-of-sale promotion. Yet they had no concrete evidence to show that the plans they were following were right. While many of these advertisers were spending upwards of 25 per cent of their total advertising appropriations on dealer helps and displays, they had no records showing: how much of their material actually reached their dealers; how much was utilized; how dealers reacted to the displays; or what, if any, results were secured by dealers and could be credited to the displays. What they were doing was to hopefully send out material but not checking or following through to see that it did a job. In a few cases manufacturers maintained "display crews" whose sole business was to travel from store to store to trim the show windows of dealers distributing their products. In other cases the missionary men who called on retailers, as distinguished from the regular salesmen who confined their efforts to jobbers, were charged with the responsibility of installing dealer displays. But such procedures were rare even with the largest manufacturers, and were totally out of the question for the majority. All were in agreement that with several hundred thousand retail outlets in the country untold possibilities existed for sales promotion if the power could be harnessed in some way to serve their purposes. To further emphasize this point we quote from "Distribution in the United States," a publication issued by the Chamber of Commerce of the United States. This report says: "The total volume of sales by retail stores in the United States is estimated to be between \$55,000,000,000 and \$60,000,000,000 for 1930. Types of retailers and number of retailers accounting for this total are shown in the following table:

1,300,000 Independent retailers—unorganized

80,000 Independent retailers—organized in voluntary groups

200,000 Chain stores (10,000 companies)

12,000 Department stores (both chain and independent)

1,000 Mail order houses (with retail outlets)

10,000 Company or industrial stores

1,700 Consumers' cooperative stores

Totaling in excess of 1,600,000 retail distributors.

The second factor concerned the transition from the pretty picture hanger to the modern sales display and came about by analyzing the product to be featured. By viewing the product from the consumer's viewpoint, and finding what it was and what it would do, it became apparent that there were many nice things which might be said. While the temptation was strong to use all of these talking points common sense dictated that to do so would be confusing to the consumer and result in no good. Since the average man or woman can only remember one thing at a time it was far better to stress one major or dominant thought about the product rather than running the risk of including so much that no clear and distinct impression would be made on the consumer's consciousness. With the major point established art and copy could then be made to function as interpreters of that idea, to the end that the consumer's attention

would be roused, desire to own or possess the product be stimulated, and buying action result.

In giving form to the idea, mechanical construction had to be given consideration, and this not alone was a matter of materials but size, ease of setting up the display, amount of space used, and adaptability to display in the retailer's window, all had to be reckoned with. The final step was selling the display's usefulness to the dealer, as a valued ally in the job of turning consumer attention into dollars and profits. A large part of the waste that has been placed at the door of dealer displays can logically be attributed to the foolishness of manufacturers who bought displays from sketches which personally appealed to them and then dispatched finished displays to thousands of dealers without doing one thing to encourage them to want or even use them.

From personal observations in the field we cannot severely censor dealers for their resentment and refusal to participate in the extravagance and loose methods practiced by many manufacturers in handling displays. An examination of the displays which one large retailer received in a single month showed a pitiful lack of understanding on the part of their sponsors as to what a dealer rightfully expects in a display. Since his show windows are perhaps the most valued space in his entire store, and must pay him a profit commensurate with his investment, no dealer can be justly accused of being unappreciative or inefficient who discards much of the display material of which he is the unwilling recipient.

In addition to displays which have no earthly reason for existence other than a meaningless puff for the maker's vanity or his biased opinion of his product's importance and value, there are those which are so cheap in appearance and flimsy in construction that they are an insult to the dealer's intelligence. This leads to this significant conclusion: dealers are surfeited with poorly conceived and executed window displays and are eager to use those possessing character and ability to help make sales and build sound profits.

It has been proved time and again that a small, effectively designed display is far more profitable for both manufacturer and retailer than a large and expensive display which has little besides its size with which to make an impression. The final test of the display's efficacy is not its size, colors, shape or its cost, but how well it fits in with the problem of the retailer in converting passers-by and casual lookers into interested customers who come in and buy!

Before making any attempt to design a dealer display analyze the product to find those things about it which will make consumers want it to the extent of paying out good money to own it, or to share in the benefits its use will bring them. Then select a single point and dramatize it through illustration, color and copy to the point where it possesses immediate and undeniable sales power. It should then be possible to make up a dummy which may be shown to a representative number of retailers to secure their interest and the benefits of any suggestions they may have. Then when you have their assurance that this display will receive their full co-



THE E-F-SCHMIDT COMPANY

Printed and Lithographed Advertising PLANNED and PRODUCED

A creative, direct-advertising organization operating its own production plant. From original plan, copy theme and sketch—to artwork, platemaking, presswork—all steps are under controlled direction. This relieves the client of many details that are his burden when creation and production are divorced. It means that The E. F. Schmidt Company advertising service is economical and practical. Below is a partial list of advertisers who have found The E. F. Schmidt Company a source of ideas and efficient production for displays and every type of printed and lithographed advertising.

Abbott Laboratories
Allis-Chalmers Mfg. Co.
Aluminum Goods Manufacturing Co.
Amity Leather Products Co.
Blatz Brewing Company
Briggs & Stratton Corp.
Bucyrus-Erie Co.
Carnation Company
J. I. Case Company
Caterpillar Tractor Co.
Cutler-Hammer, Inc.

Globe-Union, Inc.
Hamilton Manufacturing Co.
Hardware Mutual Casualty Co.
Holeproof Hosiery Co.
The Hoover Company
Robert A. Johnston Co.
Kohler Company
Libby, McNeill & Libby
Malleable Iron Range Co.
National Enameling and Stamping Co.
Northern Paper Mills

Northwestern Mutual Life Ins. Co.
Nunn-Bush Shoe Co.
Phoenix Hosiery Co.
Pittsburgh Plate Glass Co.
Red Star Yeast & Products Co.
Red & White Corporation
Rollins Hosiery Mills
Sears, Roebuck & Co.
A. O. Smith Corp.
Standard Oil Co. of Indiana
Yates-American Machine Co.

MILWAUKEE • 341 N. MILWAUKEE STREET • TELEPHONE DALY 6241 CHICAGO • 221 N. LA SALLE STREET • TELEPHONE STATE 5027



For This Gold Medal Winner an Equally Winning Wrap

made by

THE CENTRAL LITHOGRAPH COMPANY

113 St. Clair Ave. N. E., CLEVELAND, OHIO

Against a background of shining black, a glistening rainbow of brilliant color. Simple yet effective, with women shoppers, dealers and contest judges alike.

The Central Lithograph Company can execute your own plans or have its designers develop them for you. Call upon us for aid or advice without obligation.

operation go to work building up anticipation on the part of your other dealers, so that when they receive your display they will welcome and use it. If it is large and complicated in nature employ a professional display installation company to set it up with whatever trim and drapes are necessary. And finally, if you haven't time and patience to intelligently plan dealer displays in some such fashion as has been outlined save your money, for you can't make them profitable in any other way.

In planning a number of displays it is sometimes helpful to make them tie in with special occasions or events. In *The Retailer's Calendar*, published by the National Retail Dry Goods Association, they list one hundred such events for the present year. Obviously nobody can capitalize on each and every one of them but it shows what can be done. A more conservative list of special events is to be found in W. H. Leahy's book "Window Display for Profit," which is quoted in full below:

Day	Date	Colors	Emblems		
Jan. 1	New Year's Day	Apple green and white	Father Time, baby, hour glass		
Feb. 12	Lincoln's Birthday	Red, white, blue	Shields, flags, portraits		
Feb. 14	St. Valentine's Day	Red and white	Hearts, cupids, arrows		
Feb. 22	Washington's Birthday	Red, white, blue	Hatchets, cherries, flags		
March 17	St. Patrick's Day	Emerald green, white	Shamrocks, harps, pipes		
March 21	First day of Spring	Coral, apple green	Birds, flowers, butterflies		
Date varies	Easter	Violet and white Purple and white	Chickens, rabbits, birds, butterflies		
April 1	April Fool's Day	Yellow and red Yellow and blue	Jesters, fool caps, bells		
April 26	Confederate Memorial Day	Red, white, blue	Wreaths, flowers		
May 1	May Day	Any pastel shades	May baskets, May pole		
May 10	Mother's Day	Red and white	Carnations		
May 30	Memorial Day	Red, white, and blue	Flags, wreaths		
June	Bridal	White and nile green	Bells, rings, confetti, bride and groom		
June 14	Flag Day	Red, white, and blue	Flags		
June 21	First day of Summer	Any pastel shade of rainbow	Birds, flowers, butteflies		
June .	Graduation	School or College colors	Diploma, cap and gown, books, owl		
July 4	Independence Day	Red, white, and blue	Flags, shields		
July	Vacation	Cool pastel shades	Baggage, sea shore, parasols, beach scenes		
First Monday			•		
in September	Labor Day	Red, white, and blue	Various tools of artisans		
September	School opening	School colors or fall colors	Blackboard, slate, books		
Sept. 21	Autumn	Reds, browns, yellows	Autumn leaves, chrysan- themums		
Oct. 12	Columbus Day	Red, white, blue—com- bined if desired with green and white. Red (Italian colors)	Ships		
Oct. 31	Hallowe'en	Orange, black	Witches, cats, bats, owls		
Nov. 11	Armistice Day	Red, white, blue	Flags of Allies, poppies		
Last Thursday in November	Thanksgiving	Red, burnt russet, orange light orange, and yel-	Turkeys, horn of plenty		
		low	111		
Dec. 21	First day of Winter	White	Icicles, snow-covered branches		
Dec. 25	Christmas Day	Red and green	Santa Claus, holly,		

The third factor, and unquestionably the most difficult, concerned the development of a dependable means of measuring or auditing the circulation reached by dealer displays. The justification for the use of this medium lies in its ability to turn prospects into customers. Circulation therefore is nothing more or less than numbers of prospects. And since the value of any medium is dependent upon its quality and mass circulation, it is important to establish what this is for dealer displays.

While it may never be possible to as accurately establish the circulation of window displays as has been done for magazines and newspapers, it is no longer necessary to either make wild guesses or go on in complete ignorance of the subject. Through various local and individual tests that have been made it is possible

Kleen-Stik GETS PREFERRED POSITION FOR Mount DISPLAY

Kleen-Stik Flange Sign for window or shelfpackage swings with the breeze

And the dealer knows he can put a Kleen-Stik sign where it will do him (and you) the most good. He knows Kleen-Stik won't mar any surface. Putting up a Kleen-Stik display, the dealer merely pulls away a protective strip, exposing the adhesive material, and applies it on any hard, smooth surface. No moisture is required, no tape, no equipment, no trouble. The sign is there for a long and useful life. No wonder that manufacturers, alert to the opportunities in good store-display, are taking out insurance on their display materials by the simple expedient of specifying Kleen-Stik.



Kleen-Stik Window Display Strip in full color



A Slide-Stik Display Strip with container in third dimension

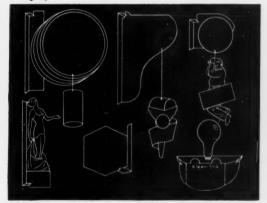
No wonder that printers and lithographers in almost all the important cities of America are proving their progressive leadership by offering Kleen-Stik to their customers. Kleen-Stik is no experiment. It has been successfully used by large and small advertisers for the past three years.



Kleen-Stik Suspension Flanges get attention

AMONG THE USERS OF KLEEN-STIK ARE:

Borden Company . . . Standard Oil Company . . . Pabst Brewing Company . . . Dollar Steamship Lines . . . Armour & Company . . . Columbia Pictures Corporation . . . Swift & Company . . . Glenmore Distilleries . . . The United States Rubber Company . . . Agfa-Ansco Corporation . . . Bank of America . . . Bell Telephone Company . . . Joseph Tetley & Company, Inc. (Tetley Tea) . . . Frankfort Distillers . . . Libby McNeil & Libby . . . General Electric Company . . . Hiram Walker . . . Chase & Sanborn



Write to San Francisco office for a diagram chart and idea folder

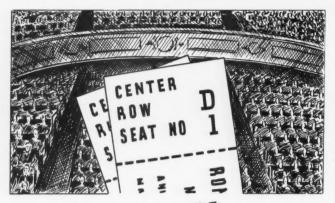
Kleen-Stik package display units open a new effective field for point of sale merchandising.



package in full dimension

Slide-Stik is a simple but revolutionary way of printing display strips so that a reproduction of your product (or other essential feature of the display) stands out in three-dimensional form. A Slide-Stik sign is printed on a single sheet and shipped flat.





FOR NO EXTRA COST THE BEST SEATS IN THE HOUSE

for Your PRODUCT!

• Whether your product has center aisle seats or whether it is hidden in some back-shelf "nigger-Heaven" depends largely on the display racks you furnish your dealer. Union Steel racks are made for a variety of packaged and bulk products in all sizes from small counter to heavy floor displays supporting several hundred pounds.

UNION STEEL PRODUCTS CO. 521 Berrien St., Albion, Mich.



stay in the background

and spotlight the

merchandise.

Canned Oil-Floor Rack DW 1204 above. Oil-Floor Note how these racks

Bottle Display (DW-270) below. Many 270) below. other styles to choose from whether your bottles are large or



Broom Rack DW278 If your product is hard to display, let us offer suggestions.

FREE A most unusual booklet on the "how" and "why" of displaying products which presents interesting case studies of what nationally known firms have done and in many cases gives sales results. Send for your copy today.

to get figures which give a fairly accurate picture of average dealer display circulation.

One of the simplest methods is to follow the example set by keen retailers. It is common knowledge that one of the large chain store organizations rates the value of a certain location by checking the passers-by, determining the number for an average day, and then by estimating probable unit and volume sales from circulation of that character, figures what profits can be made over rent and operating expenses and thus arrives at a fairly accurate decision. In an operation of this nature it is well to test over a number of days to make due allowances for weather, seasonable and peculiar shopping habits, which may affect the estimated total circulation for a particular period.

A second method is to take some established figures on sidewalk circulation and then conduct a number of special tests, in different localities and on different days, to see how accurately the averages are maintained. Such figures might be those worked out by A. T. Fischer, given in his book "Window and Store Display" which show the following:

- 1. In small towns from 2500 to 25,000 in size, the average number of passers-by will be 372 per hour or 4464 per 12 hour day.
- 2. In medium sized cities, from 50,000 to 250,000, the average will be 1791 per hour or 21,492 per 12 hour day.
- 3. In large cities, of 250,000 and upwards, the average will be: (a) 556 per hour or 6672 per 12 hour day in uptown locations, and (b) 3505 per hour or 42,060 per 12 hour day in downtown locations.

Based on average newspaper rates these figures mean:

- A window with 372 passers-by per hour is worth \$104.00 per month.
- A window with 1791 passers-by per hour is worth \$500.00 per month.
- 3. A window with 3500 passers-by per hour is worth \$980.00 per month.

Thus in establishing the comparative values of these windows, if we allow two weeks as the average length of time given a really worth while and effective display, the manufacturer would be getting \$52.00, \$250.00 or \$490.00 worth of free circulation at the point of sale for his dealer display, which readily proves the value available from this type of promotional effort.

A most interesting study of dealer display circulation, display practices of retailers and the general effectiveness of this medium was undertaken in 1928 by The Forbes Lithograph Manufacturing Company as a private project. In authorizing the professional research organization of R. O. Eastman, Inc., to conduct the survey it was understood that they were to get the facts as they existed and not to try in any way to influence the retailers interviewed or flavor the data secured in favor of window displays. Basing their studies on retail stores located in twenty-three different cities and towns



throughout the country they found the following traffic or circulation counts:

Type of Store	Average daily passers	Average daily lookers	Per	Average life of displays in days	Average total passers	Average total lookers
Grocery	4,368	653	14.9	11.1	48,484	7,248
Druggists	7,128	949	13.3	9.6	68,428	9,110
Hardware	8,213	1,110	13.6	13.6	111,697	15,096
Electrical	3,077	650	21.2	13.0	40,001	8,450
All Stores	5,857	840	14.3	11.9	69,698	9,996

The report contains a tremendous amount of other interesting data but for our purpose it serves to show that with a daily average of 5857 passers-by, 14.3 per cent or 840 were attracted by the dealer displays and stopped to look.

Based on this investigation and others which have come to our attention it is safe to draw the deduction: a good dealer display will attract lookers to the extent of 10 per cent of the total sidewalk circulation, of which number 20 per cent will be secured as customers.

Subsequent surveys, conducted by The Forbes Lithograph Manufacturing Company, sought to establish the effect of three week periods first without displays and then with displays. In the case of Alka-Seltzer sales doubled, and with Listerine Shaving Cream sales tripled, during the period in which displays were used as compared to the immediately preceding period in which they were not. This method of checking one display against another offers a simple, inexpensive way of substantiating the efficacy of display results.

The most scientific and comprehensive dealer display survey ever to be attempted has just been completed and will soon be released in published form. The significance of this particular study is that unlike previous ones, which were undertaken and financed by individuals, this one was thoroughly organized and sponsored by all industries having an interest in the subject. Consumer product manufacturers are represented by the Association of National Advertisers, professional advertising by the American Association of Advertising Agencies, and display manufacturers and installers by the Lithographers National Association. The project was set up as the National Window Display Research and carried out by Dr. Miller McClintock, director for Street Traffic Research, Harvard University, and John Paver, who was an important factor in the development of the Traffic Audit Bureau, Inc. This dealer display study is not an isolated or purely academic research but constitutes part of a basic re-evaluation audit of marketing activities, which seeks to learn what people do rather than simply determining where they live.

In the summer of 1933 a technical study was made for the evaluation of the circulation of outdoor advertising. This was the work of the Traffic Audit Bureau, Inc. The practical result of their findings was that they have made available to advertisers audits of outdoor advertising properties in more than five thousand cities, covering approximately 80 per cent of the money annu-

AGREES-NO SALES-APPEAL IN SHIPPING CONTAINERS

this

* Color does attract! Here is definite proof...* Which of these two side-by-side page advertisements did you see first?

Ten to one the color page opposite! Why, Mr. Container Buyer?

Color sells because it attracts—it speaks. That is true of advertising pages—equally true of shipping containers. Then why throw away immeasureable sales value when color and design at low cost are now easily available for your shipping containers!

Corrugating plants are being licensed to use the Continental Process. Write and we will tell you how, when and where you can add this powerful sales force to your promotional plans.

CONTINENTAL COLOR CORPORATION

CLEVELAND, OHIO

LOOKS FORWARD TO SHIPPING CONTAINERS IN

Pure Jone KEEP IN TOUCH WITH THE WORLD

* On the opposite page no color was used. That is why you saw this page first.

Color caught your eye-without effort.

Then, consider the unused surfaces of your shipping container . . . compute the square footage . . . multiply by the number you buy annually.

Just that much advertising space thrown away . . . colossal waste of selling powerl

Think, Mr. Container Buyer: Color and design can now change your shipping container from an expense to an asset—can make it sell merchandise as well as carry it.

Corrugating plants are being licensed to use the Continental Process. Write and we will tell you how, when and where you can add this powerful sales force to your promotional plans.

CONTINENTAL COLOR CORPORATION

CLEVELAND, OHIO

ALL-AMERICA PACKAGE COMPETITION



FORBE SE

NEW YORK

PHILADELPHIA

ROCHESTER DETRE

La FORBES





Window Displays

In qualifying for major awards in four classifications of the All-America Package Competition, and rated according to the sweeping yardstick of measurement under which the judges made their decisions, FORBES Displays and Wrappers embody the vital factors so essential in winning prizes and WINNING SALES. * Outstanding sales performance on the part of advertising material "by FORBES" has been proven by actual tests. * Write or telephone for one of our sales executives to show you how we can help YOU develop advertising material that will win greater sales.

LITHOGRAPH CO.
P. O. BOX 513 BOSTON

ER DETROIT

CLEVELAND

CHICAGO



CREATIVE LITHOGRAPHERS FOR SEVENTY-FIVE YEARS

4nnouncing

A NEW DISPLAY **SERVICE**

Any manufacturer seeking the utmost in merchandising displays is invited to send their problem to us. Our newly formed organization is equipped with the knowledge and experience to create—and produce "Point-of-Sale" displays. cialize in permanent useful units constructed of any material as well as wood boxes and wood novelties. We suggest you send us your product plus its sales history and permit us to offer for your approval our ideas.





powered by SpeedWay

"Any Motion"
even the realistic
roll of a giant
steamer in a
heavy sea, as in
the attractive
Pilot Radio Display.

ally spent in outdoor advertising. This enables a manufacturer to now plan his advertising so that he can definitely reach the markets he wants, and its costs based upon accurate and reliable circulation.

With the machinery all set up and the methods perfected by previous experience of securing the desired data, the National Window Display Research got under way in January 1936. The four major considerations were to furnish advertisers with:

- 1. A classification of different types of retail outlets
- 2. A guide for the accurate selection of window display space
- 3. A definite formula for dealer display circulation evaluation
- A reasonably accurate index of the cost per thousand of window display circulation

Allentown, Pa., was selected as the first test city, and only after comprehensive analyses of this special market were completed and studied did they move to other points, which eventually resulted in the nationwide research.

Out of the mists of uncertainty and "trial and error" gropings of the past are emerging new standards, methods and appreciation for dealer displays. Certain it is that when the findings of the research just described are made available it will show available circulation far beyond the expectations of the average advertiser. And of even greater importance will be the scientific methods which may be established to eliminate the guesswork and encourage the larger and more intelligent application of this power to modern sales and advertising.

When displays were simply "something for the dealer," and no careful checks were made to in any way establish their utility or value, low cost was of particular importance. In the present era with everything at hand to enable dealer displays to be intelligently and effectively designed and used as powerful salesmen the emphasis is logically placed on performance. A display that is a "throwaway" is unjustly expensive and wasteful even if it costs as little as a fraction of a cent. On the other hand a display costing several dollars that creates dealer good-will by enhancing the appearance of his store, that enables dealers and clerks to understand and present arguments in favor of the product, that reduces substitution, that secures increased turnover for the dealer and more sales per dollar expended for the manufacturer, is a mighty profitable and necessary tool. Present display materials and production methods are radical improvements over anything heretofore available and may be expected to keep pace with the growing appreciation and use of dealer displays.

No longer can anyone deny the efficacy of point-of-sale promotion; it is of more and more importance and will continue to grow and prosper almost in direct proportion to the ability of manufacturers to utilize the exact facts available, plan displays that sell and then followthrough and see that they are used.

SPEEDWAY MFG. CO.

1819 South 52nd Ave., Cicero, III.

Write for

Westinghouse MAZDA @ LAMPS For Automobiles



This display stopped em!

It color, brilliantly back-lighted with flasher bulb—it did to the light to all inches high to all inches wide in the paper, it possesses none of the sport sumings of glass—including to the light. Furthermore, single it is not oil treated, heat will not in full other.

At water paper comment in Miller Des Wisconsin

duon LAMINITE

HIRAM WALKER DISPLAY wins silver award



A Holiday Display

thi.

opp

OF OUTSTANDING BEAUTY AND ORIGINALITY

"GOOD CHEER KNOWS NO SEASON"—This display glows with a warm and friendly spirit that makes it suitable for any time during the winter. It stops passers-by, because it is unusual in construction, full of Christmas cheer, and dominating because of its size.

IN ALL-AMERICA WINDOW DISPLAY COMPETITION SPONSORED BY MODERN PACKAGING

Designed and manufactured by Ketterlinus, this nine-color, die-cut, three-dimensional window display has been a success from the word go, winning wide general approval before the contest award.

While a full-color reproduction of the display is shown at the left, it does not do full justice to the display without mention of the following



We are gratified that everybody—client, competition judges, dealers and the general public—thinks this is an unusual display. But unusual displays are nothing unusual for Ketterlinus. Our creative and production departments have a habit of coming through with something that clicks. We would like the opportunity of proving this to you. A phone call or a letter to our nearest office will bring a sales executive.

KETTERLINUS

LITHOGRAPHIC MANUFACTURING CO.

PHILADELPHIA

Above illustration shows how display

looks without Christmas decoration.

NEW YORK

CHICAGO

BOSTON

ILLUMINATION FEATURE By screwing a bulb in socket pro-

vided at top of window, a beauti-

ful illuminated effect is obtained.



At the Packaging Show

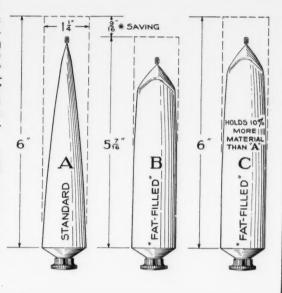
[Booth 412]

Let us Show You How:

To Save on Your Tube Metal -To Put More Material in Your Tubes -

Tubes A and B each hold the same amount of material. Tube A, before being closed and sealed in the usual manner, was 6 in long Tube B, before being "fat-filled" by the Stokes patented method, was % shorter. For a tube 14 in indiameter, the saving in tube metal is up to \$200.00 per 1000 gross (with tin at 50) a lb), depending upon the degree of "fat-fill" Tube C, "fatfilled, holds approximately 10% more material than tube A. but is the same length (6 in).

PAT NO { 2,053,015



Sketch shows how "fat-filling" saves tube metal and enhances sales appeal of package. Filling is accurate, clean and fast as well as economical and is accomplished by means of specially designed attachments and cups which can be arranged for different degrees of "fat-filling" as required.

The sketch shows how you can put the same amount of material in a shorter tube, thus saving tube metal, or more material in your present tube thus adding to the sales appeal of your package. This is done by means of the Stokes patented method of "fat-filling."

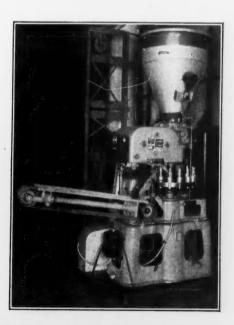
Another Stokes development to save on production costs and increase the sales appeal of your tubes is the Westite Hermetic Closure. This leakproof method of sealing tubes eliminates all seepage and corrosion difficulties and at the same time does away with all clip expense and requires less tube metal.

> Let us explain at the Show or by letter.



At left - Enhancing sales appeal of collapsible tubes, at Carters Ink Company. Tubes are "fat-filled" on Stokes 90-D Tube-filling, Closing and Sealing Machines.

At right-Eliminating seepage in tubes filled with a special ointment, at Abbott Laboratories. Tubes are hermetically sealed with Westite Hermetic closure on Stokes 90-DH Tube-filling, Closing and Sealing Machines.



PHARMACEUTICAL EQUIPMENT

ESTABLISHED 1895

5970 Tabor Road

Olney P. O.

Philadelphia, Pa.

Equipment and Materials

Individual Metal Cigar Wrappers

Strenuous efforts have been made during the past year or two to interest cigar manufacturers in individual metal cigar wrappers. Likewise research has been continued in an effort to develop something new and more efficient from the standpoint of packaging protection.

After a year of research and trial the Reynolds Metals Company has introduced a new metal sealed wrapper which was shown and demonstrated for the first time at the recent Cigar Manufacturers and Distributors

Convention, Hotel Commodore, New York.

The new Reynolds wrapper is composed of solid metal mounted to glassine paper and provided with a heat sealing element. It is applied to cigars by fully automatic machinery at the rate of 80 per minute. The method of seal is not obtained by pressing any heat against the cigar, but by sealing the wrapper against itself for the full length of the cigar and across the



ends, and tucking these sealed portions under. The result is a sealed container which retains the full moisture, flavor and aroma of tobacco for many months beyond its normal life. According to Julius Blum, vice president of Natural Bloom Cigar Company, cigars which he wrapped eight months ago by this method, and has kept in his own possession since that time, are still fresh and show evidence of remaining so for months longer.

It was announced at the convention that the Natural Bloom Cigar Company had adopted this new method of packing for four sizes of its cigars and also that the Garcia Grande Company had adopted a complete package including gold labeled boxes and individually metal wrapped cigars for two new sizes.

In order to demonstrate dramatically the ability of the new Reynolds Metal wrapper to prevent moisture loss, a heat cabinet was maintained in the display booth at a temperature of approximately 150 deg. F. and filled at all times with metal wrapped cigars. Whereas unwrapped

cigars could be completely dried out in several minutes, the metal wrapped cigars remained fresh and moist for many hours at this exceedingly high temperature. Manufacturers and distributors from all over the United States expressed keen interest in this new development and the rate at which inquiries and requests for information are being received indicate that this is a repackaging development of the first magnitude.

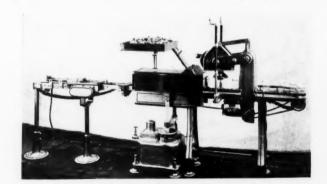
A dozen or more metal labeled boxes were also displayed. These packages are heavily embossed and printed metal labels applied to the usual cigar container

Although this particular form of packaging does not have widespread application in other industries, it is interesting and significant in that it represents the first move in the cigar industry in many years to catch up with the parade by not only improving the appearance of their product, but by adopting a form of packaging which will protect it until it reaches the consumer, better than any former packaging they have used.

For Vacuum Sealing

Introduced at the recent Canners' Convention by The Crown Cork and Seal Company, Baltimore, Md., was the new Thermo Vac Tunnel, perfected for use with the company's VPO Capper, Model B, as a unit for vacuum sealing products by steam displacement under VPO caps in straight line production.

This vacuumizing unit is separate and independent from the crowner. It straddles the conveyor and butts up against the infeed of the crowning machine, the jars being crowned immediately after they come out of the tunnel. The steam is led from an inlet in the base



through the hollow support columns to the top of the Thermo Vac Tunnel where it is diffused with a minimum of motion. There is no sign of condensation of the steam within the tunnel because the temperature is thermo-



Is Your Latel "Alive"!

We Believe in

Quality



—in other words, does it really sell goods? Get in line with the modern trend—give your products "Radiant Labels" that have "Eye Appeal" and that sell at point of sale.

Here in Baltimore we offer you the facilities of the most modern Label and Seal Plant in America.

Let our Idea and Art Dept. work with you in the creation of a "Radiant Label" or suggest improvements and economies in faithfully reproducing your present labels.

Quotations for the asking-



You'll Find it Will Pay to Get in Touch With

THE FRENCH-BRAY COMPANY

MAIN OFFICE & PLANT - BALTIMORE, MD.

Telephone CAlvert 0100

MANUFACTURERS OF EMBOSSED SEALS AND LABELS

SALES OFFICES:

BOSTON

LOUISVILLE

NEW YORK

PHILADELPHIA

MARCH 1937

245

statically maintained, sufficiently high to prevent the formation of dew.

As the filled jars pass through the tunnel, the air in the head space is replaced by superheated steam. The caps are applied immediately by the crowner as the jars pass out of the tunnel. The tunnel is adjustable to various heights of jars by an elevating device enclosed in the base as are the pressure regulator, drains and steam pipes.

Carry-Home Ice Cream Sundae Package

A novel adaptation of the increasingly popular carryhome ice cream package has recently been developed by the Dixie-Vortex Company, Chicago, Ill., and Easton, Pa. It is the Tak Home ice cream sundae package, designed by Dixie-Vortex and sold to the ice cream manufacturers to help make their stops one hundred per cent efficient in the handling of their products.

Every ice cream producer has a large percentage of what are known as dry stops. These are retail outlets such as grocery stores, restaurants, delicatessens and others who may have a refrigerator unit but do not have a regular soda fountain and consequently are without the syrups or toppings to serve with the ice cream.

Such stops have, in the past, been limited to the sale of cones, pops, ice cream bars, bricks and other prepackaged home-pack items. They have not been able to dispense sundaes due to their lack of fountain facilities. Now, as a result of the Tak Home ice cream sundae package, these stops may be converted into potential sundae outlets and their ice cream sales volume greatly increased for producers and dealers.



The Tak Home sundae package is a waterproofed paper cone, lithographed in bright colors by Milprint, Inc., Milwaukee, Wis. The colors and copy on the cones are descriptive of the four most popular flavorschocolate, strawberry, cherry and pineapple. The cones are packed by the ice cream manufacturer and delivered to the retailer ready for resale. Into each cone is first put a quantity of the fruit or chocolate syrup and then the ice cream is poured in directly from the freezer. After the cream is frozen, the liquid flavoring is sealed in the cone, making it possible to easily carry the package about. A die-cut circle of waterproofed paper protects the open end of the cone until ready to be served. To remove the sundae from its container, the cone is simply inverted over a dish and, by pinching the tip, the cream is forced out together with the flavor topping.

Merchandising ice cream in this manner has opened up new avenues of business for the ice cream manufacturer by providing all his stops with a package that is convenient to handle and a sundae that is just as delicious as any served at a regular fountain. Then, too, this package finds additional favor as a carry home unit because it permits an individual choice of flavors when all the tastes in a household do not agree.

The package has been on the market only a comparatively short time, but already many ice cream manufacturers are reporting substantial gains in sales after introducing it to their trade. An extensive advertising campaign is planned for next season to further acquaint the public with this convenient method of serving delicious ice cream sundaes at home.

Quick-Opening Cap for Bar Bottles

Designing its product to the peculiar and particular needs of its customers, Anchor Cap & Closure Corporation, Long Island City, New York, has announced the Anchor Trident cap which will fill a long-felt need among busy bartenders. At the popular cocktail hour every one is in a hurry, and in order to render speedy service everything about the bar is arranged for convenience, ease and accessibility. Many bar bottles have closures which are difficult to open, slow up the bartender's manipulations and hinder rather than help him in his efforts to render snappy service to his clamoring customers. The Anchor Trident cap has been developed particularly to overcome this situation, and has been well characterized as "the bartender's friend," for a bottle fitted with this cap can be opened in a matter of split seconds. Just a twist of the wrist and the bottle is open, with the drink ready to be served. After serving, the cap can be as easily replaced or merely placed on top of the bottle where contact with the inner liner cap will be made and a seal effected. Using a sealing principle entirely new to molded cap construction, the cap is held in place by means of three specially designed, selfpositioning lugs which engage corresponding projections on the glass finish. This holds the extra thick and resilient liner tightly in contact with the top edge of the bottle so that there is no possibility of leakage or evapo-



Those New Packages upped my sales more than 20%...

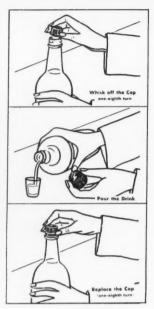
GET yourself a good looking package, designed up to the modern tempo—and watch sales pick up. Package fashions are changing—old names appear on new packages. It is life—color, appeal, vigor... something to attract and hold the eye. Heekin designers will help you... Heekin Color Artists will assist you... Heekin is at your service.

THE HEEKIN CAN COMPANY, CINCINNATI, OHIO

HEEKIN CANS

WITH HARMONIZED COLORS

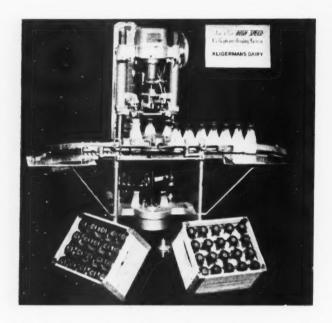




ration. One eighth of a turn is all that is necessary either to remove or replace the cap. From the distillers standpoint the cap is readily adaptable to automatic screw capping machines, glassware of correct finish may be obtained from all standard sources, and its advantages add to his product's features without additional expense over less satisfactory seals.

New Milk Bottle "Hooding" Machine

Considerable interest has been created among dairy men by the announcement of the Package Machinery Company, Springfield, Mass., of a new fully automatic machine for placing hoods of transparent cellulose on



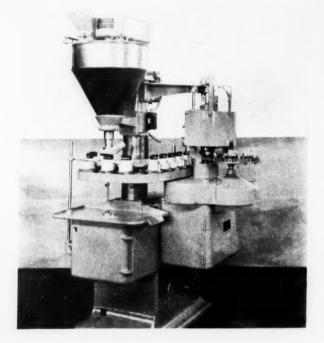
milk bottles. Model BH-5, illustrated, is reasonably priced, and operating at a speed of 35 per minute makes it suitable for the average dairy production. It can be hooked up to the discharge of a filler, and in most cases, one operator can attend both machines.

Versatile Powder Filler

The F. J. Stokes Machine Company, Philadelphia, Pa., has developed the 15-C Powder Filler, illustrated, to a high point of efficiency. This is used for filling glass jars, tins and boxes with face, talcum and other powders.

Removable holders, and other readily made adjustments, facilitate changing-over this filler to accommodate different sized containers. In order to promote cleanliness, by preventing discharge of powder, if no container is in the filling position, the filling mechanism is controlled by a sensitive lever. This precautionary device insures "no-container—no-discharge."

A novel feature is the capper which consists of a rotary cap table and multiple chucks. The operator drops the tops over raised bosses on the rotary table; then a



chuck comes down, picks up the cap, turns and presses it down on the filled can, lifts it out of its holder and drops it on the discharge conveyor belt. When operating this machine with the capping device two operators are required. One places the containers while the other drops the caps or tops into proper position.

The overhead supplemental hopper allows larger scale mixing and feeding from the floor above the filling room, maintaining a uniform "head" in the feed hopper.

Added Protection for "Ful-Lok" Bags

As an aid to better display and more protective packaging, Ful-Lok—two-toned, double-weld, satchel-bottom transparent cellulose—bags are now being distributed in two-colored folding cartons. Particular attention has been devoted in the planning of these boxes to make them repellent to changing weather conditions, for when transparent cellulose bags are exposed they have a tendency to dry out and become brittle. Thus the bags are first placed in a double wrapper of paper, waxed on



Look at the Ayer Family... first award winner in the All-America Package Competition...and you'll find Hampden papers on more than half of all the items

Look again, then, at the Cannon Towel Box . . . Allin the line using papers. America Set-Up Box Winner . . . and again you'll find

Leading firms ... leading boxmakers ... leading de-Hampden papers. signers. .. all have learned that to specify Hampden papers is to specify added sales and consumer satisfaction, added display value and added dealer appeal. To see why, examine these samples shown here, representing the winning papers used.



both sides, after which they are inserted in the boxes which are made with a varnished finish as an additional protection to the cartons.

Ful-Lok bags are being extensively used in the bulk packaging of such food products as coffee, sugar, fresh and dried vegetables, macaroni, spaghetti and candies. Because of their unique construction they combine the advantages of excellent product display, attraction-value without the expense of printing, and strength and ruggedness, due to the tango-gold square patch which is placed over the bottom seams of the bag.

Unlike many packages containing products not intended for consumer purchase which content themselves with mere identification, code number and quantity, the new Ful-Lok boxes have prominently printed on them the several purposes for which this product is used, circumstances under which they are manufactured, advantages inherent within the product and instructions for their use. These bags are made and distributed by Continental Bag Specialties, Hudson River and 27 St., and Oneida Paper Products, Inc., 601 West 26 St., New York.

A New Wrinkle in Wrappings

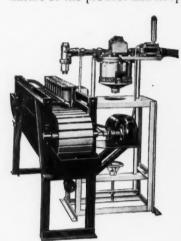
Recognizing the need for the development of a product with a cellulose base for transparency but with greater attraction from a packaging standpoint than mere transparency, the Aldine Paper Company, 373 Fourth Ave., New York, is introducing with this issue its new packaging material Krinkle Kleer, made from Cellophane, the Du Pont cellulose film, and fabricated by the Micacrystal Corporation.

This material is literally "a new wrinkle in Cellophane" and has characteristics of eye-appeal, attention-command and high-lighting that are unique in transparent wrappings. The effects obtained through the applications of the various colors range all the way from cold, icy crispness to flaming red, with all the nuances including the dazzling effect of a brilliant desert sun, a glittering vampire black and the subtle beauty of the softer pastels.

In addition to the industrial wrapping field, Krinkle Kleer will be offered to the gift wrap, display, fancy and window box, party novelty, book jacket and other industries, some of which will require self lamination or mounting on paper or board. A Krinkle Kleer sample book has just been created showing the complete color range to distinct advantage.

Inexpensive Portable Can Filler

Canners of liquid products will probably be interested in investigating the new "Xacto" Automatic Can Fillers being made by S. F. Bowser & Co., Inc., Fort Wayne, Ind. While developed for filling lubricating oils, linseed oil, alcohol, etc., it is available in all-metal construction—all parts contacting the liquid being made of iron, steel, nickel, bronze or stainless steel, depending on the nature of the product and its special filling requirements.



The meter can be set to deliver any one of three pre-determined quantities-from one pint to five quarts, in any multiple of pints or quarts-by simply removing the selector knob and placing it in the desired quantityopening. Accuracy in measurements is gained through the Bowser Xacto Meter which has been successfully used in thousands of

gasoline installations. Operations are fully automatic, the control mechanism being actuated by the cans. When one can is filled the flow of the liquid is automatically cut off, the can advancing, allowing the next empty to move up for filling. Variations in temperature and specific gravity of different liquids may be allowed for by setting the adjustment dial, which shows the quantity dispensed through it, recording in quarts to 100,000 and repeating the operation.

Power-driven, flat-slab type conveyors, especially adapted for can filling, are available as extra equipment, and it is claimed that the combined equipment has capacity to fill 40 quart cans per minute with S.A.E. 20 to 30 oils at moderate temperatures.

Models No. 891 and No. 892 combine the several advantages of low initial investment, accuracy in measuring, extreme simplicity, sturdiness and dependability and promote economy in can-filling operations, being readily adjustable, portable and not requiring skilled operators.

Automatic Sealing for Window Cartons

New problems created by the constant change in carton design required the development of an automatic sealing machine for window cartons. The Container Equipment Corporation, 202 Riverside Ave., Newark, N. J., builder of a large variety of packaging machines, has designed the fully automatic carton glue





SYLPHSEAL

form us not own



Self-Sealing Viscose Bottle Caps and Bands

For Bottlers of Spirits and Wines
For Bottlers of Drugs, Cosmetics, Perfumes,
Chemicals and Food Products

SYLPHSEALS are made in many grades and finishes, transparent or opaque, and in many beautiful colors, plain or printed.

SYLPHSEALS will hold closure in place so that contents of bottle will not leak or evaporate.

Contents cannot be promiseuously handled or tampered with.

Dust and germs will not collect on bottle top and render package unsanitary.

Proper selection of style and color of SYLPHSEALS will materially add to the artistic appearance of the package.

SYLVANIA INDUSTRIAL CORPORATION

SYLPHSEAL DIVISION

122 EAST 42nd STREET

NEW YORK CITY



A PRIZE-WINNING BOX

Permit me to extend my congratulations both to your associates and yourself for the splendid job you have just done, it is really an accomplishment you should be groud of.

With kindest personal regards, I remain,

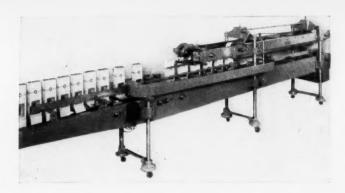
Sincerely yours,

Racal Octobr

BROADSTREET'S

153-161 EAST 24th STREET, NEW YORK CITY DESIGNERS OF ALL TYPES OF SET-UP PAPER BOXES

WE INVITE YOUR INQUIRY

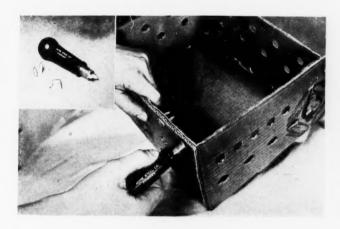


sealing machine shown in the accompanying illustration. This seals the tops and bottoms of filled cartons without the necessity of making up the bottoms first, and thus effects a great saving in production cost. The folded carton is merely set up, the contents placed inside, and the machine does the rest, gluing and sealing top and bottom simultaneously at 30 to 80 cartons per minute.

Because of its simple design and construction the range is extremely large, the speed high and the change-over is made quickly.

New Tool Solves Stapling Problem

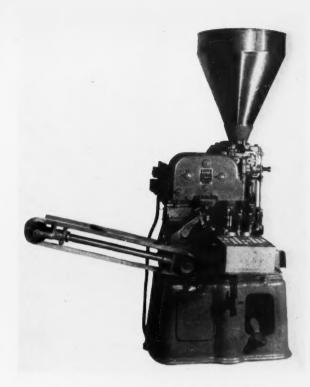
A handy, inexpensive, pocket-size tool (less than 5 in. long) is now available for applying Acme paper box staples to corrugated boxes. This device is simple to operate, sturdily built and is fitted with a plastic molded



handle. Spring action drives the staples through several thicknesses of corrugated board. The illustrations show the method of stapling the end of a chick box and (inset) the tool itself. In the former, the operator merely pushes the handle over the place where the staple is to be driven. Another staple is then placed in tube of tool and operation repeated.

Tube Filler with Novel Features

The illustration shows an automatic tube filling, closing and sealing machine recently made for a prominent pharmaceutical manufacturer by the F. J. Stokes Machine Company, Philadelphia, Pa. This machine handles up to 50 tubes per minute, regardless of size,



requiring only one operator. Stainless steel hopper and filling mechanism safeguard against any reaction with the material handled; amount of material discharged is regulated by a special hand control, and a special device prevents discharge of material if no tube is in the filling holder. Seepage difficulties are eliminated through the application of Westite hermetic closures.



Mu-Sol-Dent introduces a new idea in an effective liquid mouth and tooth cleanser and anti-acid. The small Kimble screw-cap vial, strapped to the bottle by a cellophane band, is emptied into the liquid and thoroughly dissolved, forming a powerful anti-acid mucin solvent and germicidal cleanser for teeth, mouth and throat. Kimble glass vials are called upon to perform many such "dual-package" duties for the drug, perfume and proprietary industries

ROYAL BAG

ALL
AMERICA
PACKAGE
COMPETITION

SPONSORED BY
MODERN
PACKAGING

MIRST AWARD



WINS FIRST AWARD!

N the 1936 All-America Package Competition discriminating judges viewed many varied bags, picked a Bag by Royal as the finest among those shown, promptly gave it the gold first award.

The bag selected for this honor, a novel tobacco pouch made entirely of moistureproof Cellophane, is manufactured by Royal for Pamperin's American Smoking Mixture. Designed by Royal, it is printed in brilliant colors, displays the tobacco to best advantage, offers the prospective buyer that persuasive "something for nothing".

This is not the first time high honors have been conferred upon Bags by Royal. And just as they continue to win new prizes, they continue to win new customers for the products they represent.

Write for Samples

THOMAS M ROYAL &

CHICAGO NEW YORK SAN FRANCISCO

ST. LOUIS

ATLANTA

MINNEAPOLIS DALLAS





Babson Institute for Business Education held its third annual exhibit of store and window display advertising at Wellesley, Mass. The exhibit closed on Feb. 14. A committee of three judges, George Kennison, sales promotion manager of the United Drug Company, Robert H. Brinkerhoff of N. W. Ayer & Son, Inc., and Samuel Golden, New England representative of Advertising Age, selected as the best counter exhibit the light and motion display of the Polk-Miller Products Company, advertising Sergeant's "Skip-Flea" soap and powder. In this exhibit the eyes are illuminated and roll while the right rear leg scratches briskly. This display is shown in the illustration right next to Bertrand R. Canfield, the Institute's instructor in sales and advertising. Best window display picked by the judges was another light and motion layout produced by Einson-Freeman Company for Johnson's Baby Powder. Approximately 75 separate displays by national advertisers all over the country were included in the contest. Students in the sales and advertising course selected both the Johnson and the Sergeant displays and gave honorable mention to a Dodge "Saves Gas" layout and to the Old Gold skating girl placard

Perfected Labeling for Plastics

Those manufacturers who have experienced difficulties in labeling plastic containers will be interested to learn of a perfected method which completely eliminates the auxiliary label, called *anigraphing*. This revolutionary process prints directly on the container where it is sure to stick and remain perfectly legible throughout the life of the container. While the process was originated over three years ago it has been in the development stages, its perfecting being a matter of the last few months, resulting in the formation of Anigraphic Process, Inc., 305 East 45th St., New York.

By means of this process it is now possible to make direct labeling, as well as opening a wide range of decorative possibilities, on the curved surfaces of all sorts of containers whether of plastics, glass or metal. And, since it is one of direct printing rather than a stenciling operation, the finest definitions and color of intricate designs are retained.

One to four colors can be successfully employed, in a single operation, and either line drawings or halftones can be reproduced without loss of detail from the original drawing or text. The printing is accomplished through a rolling motion of the container, while in a horizontal position. This results in but a small portion of the printing surface being in contact at one time, and assures perfect distribution of the printing ink. Depending

on the requirements of the particular container the finish may be made either semi- or completely permanent, thereby guaranteeing complete identity of the product, during its life and as safeguarding against substitution.

In its present state the process cannot be properly employed on other than curved surfaces. Its application therefore for the time being is limited to the rounded portion of containers and cannot be used for toothbrush handles, bottle closures (except on the rounded edges), signs or other flat surfaces.

While application of the process is limited to the company's own New York plant, for the present, it is planned to install machines in the factories of large users and plastic container manufacturers in the near future. A most interesting display of a wide variety of containers, demonstrating the wide application of the process, is maintained at the company's offices.





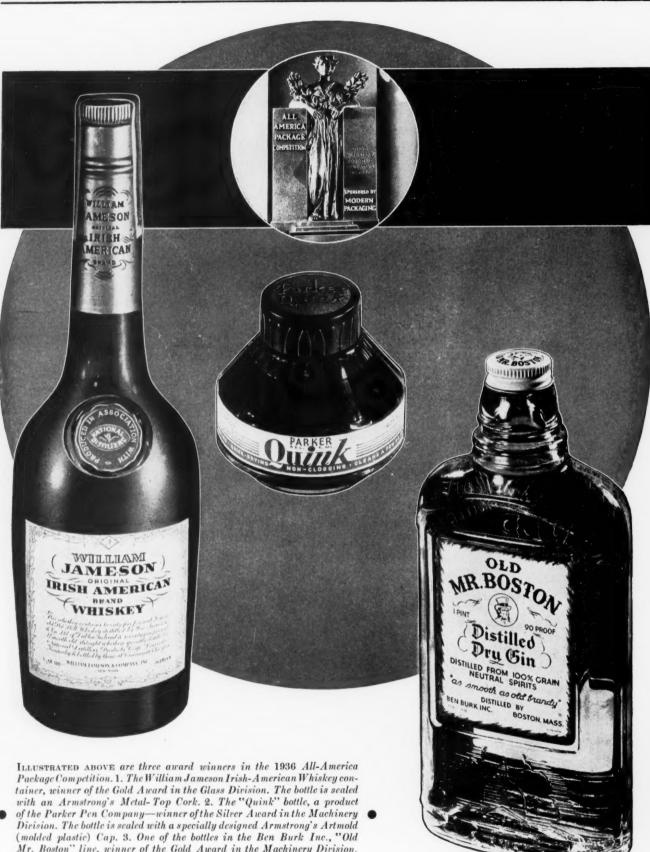
We supply:

Label & Seal Makers
Paper Box & Greeting Card
Mfrs.
Printers & Window Display
Jobbers

KARL PAULI CORPORATION

454 Broome St., New York City Specializing in all kinds of Metal Papers for 36 years

THESE ALL-AMERICA WINNERS



Mr. Boston" line, winner of the Gold Award in the Machinery Division. The bottle is sealed with a specially lithographed Armstrong's Metal Cap.

WEAR ARMSTRONG'S CLOSURES

DECORATION PLUS PROTECTION PROMOTES BETTER SALES



THREE award winners in the 1936 All-America Package Competition are sealed with Armstrong's Closures. Illustrated at the left is the William Jameson Irish-American Whiskey bottle sealed with an Armstrong's Metal-Top Cork; the Parker "Quink" bottle sealed with an Armstrong's Artmold (molded plastic) Cap; and one of the many packages in the Old Mr. Boston line that are sealed with Armstrong's Metal Caps.

Armstrong believes that satisfactory closure performance depends in a large measure upon the selection of the proper type of cork or cap. There are many products best sealed with a cork . . . and in other cases, a molded cap or a metal cap is just *the closure* for the job.

To render full and unbiased service to users of glass containers, Armstrong manufactures a complete line of molded plastic caps, metal caps, and corks. Moreover, Armstrong maintains a department in the Armstrong Central Technical Laboratories to make extensive tests and carry on continuous research work in developing the sealing qualities of all types of closures and liners.

For complete information, write today for your free copy of "Better Seals For Better Sales"—a new illustrated catalog of the entire line. *Use quickmail coupon No. 2 on last page*. Armstrong Cork Products Co., Closure Div., 916 Arch St., Lancaster, Pa.





Armstrong's CORKS AND CAPS



Plants and personalities

WILBUR HENRY ADAMS, industrial designer, is now located in new offices at 10465 Carnegie Ave., Cleveland, Ohio.

FIBRE CORD COMPANY, INC. announces the removal of offices and factory to 755 East 134th St., New York. Telephone Melrose 5-3860.

The 6oth Annual convention of AMERICAN PAPER AND PULP ASSOCIATION and affiliated organizations was held Feb. 22 to 26 at the Waldorf-Astoria Hotel, New York.

ELMER K. MAAS, district sales manager of the Suit Box Department of The Gardner-Richardson Company in the Eastern territory, has returned from a world cruise on which he started last September.

WILLIAM H. SHEFFIELD, formerly assistant director of the Atlantic City Convention and Publicity Bureau, is now associated with IVEL CORPORATION, designers and manufacturers of displays and exhibits.

J. E. BRADSTREET is now associated with THE E. F. SCHMIDT COMPANY of Milwaukee. Mr. Bradstreet was previously special representative for the W. J. Rankin Corporation and also representative of *American Weekly*. The Chicago office of the Schmidt company is now located in the LaSalle-Wacker Building.

Under the personal direction of WALTER P. PAEPCKE, president of CONTAINER CORPORATION OF AMERICA, a permanent International Package Exhibition was opened Feb. 3 at the new offices of the company, 420 Lexington Ave., New York. The exhibit is a representative collection of containers, gathered from many parts of the world and includes both retail packages and shipping cases.

A feature of the reception room, which was especially designed to house this exhibit, is a series of murals executed by Wayne Colvin, showing in diagrammatic technique the sources of raw material, the processes of manufacture and the eventual destination of the company's paperboard. Special display cabinets in blonde woods, walls of glass brick, indirect lighting and built-in lounges give a fresh, modern setting for the exhibition. The room was designed by the art department of Container Corporation of America.

It is expected that package designs and color treatments by foreign artists will be of interest to American designers, and the work of foreign paperboard mills and convertors may be compared with that of similar American trade factors.

At the press conference which signalized the opening of the exhibit to the public, and which was followed by a luncheon at the Ritz-Carlton Hotel, Mr. Paepecke spoke on "Significant Package Trends Here and Abroad."



Container Corporation's New York reception room which houses its International Package Exhibition



THE PARKER PRODUCT WAS FILLED ON A KIEFER ROTARY VACUUM FILLING MACHINE

THERE are Kiefer-made vacuum filling machines in many types and sizes. There are machines for the bottler with a small output—for the bottler with large production—and for the bottler with an output running into thousands of cases a day. With a Kiefer Vacuum Filling Machine, you are ASSURED....

ACCURACY . . . NEATNESS . . . EVERY ECONOMICAL ADVANTAGE

THE KARL KIEFER MACHINE CO. CINCINNATI, U. S. A.

THREE TIME WINNER

BUTTERSCOTCH BOOKS BUTTERSCOTCH

Hind's Honey and Almond Cream —cartons by National—earned an All-America Gold Award

Vitalis, wir First, likev

Collins Butterscotch, in cartons by National, given a bronze award by All-America judges



When Great Firms Want the Best ...THEY BUY FROM NATIONAL

True in the past years, this statement has received a remarkable demonstration of its validity in the recent All-America Package Competition. For not one or two . . . but three of the prize winners—selected from packages from all ends of the country—appeared in National Cartons.

We invite your inquiries and, particularly, the opportunity to cooperate with you in planning your next carton as a part of your current merchandising efforts. Address our National offices or our nearest sales office.

NATIONAL FOLDING BOX COMPANY

NEW HAVEN, CONNECTICUT

SALES OFFICES

EW YORK

BOSTON

PHILADELPHIA

ACME WINDOW DISPLAY SERVICE, Inc. now conducts its New Jersey office under the above name at 540 Washington Ave., Belleville, N. J. This office was formerly known as the Cox Display Service.

DAVID P. SHIRRA has been appointed by the Aldine Paper Company as manager of a new department for the sale and distribution of Krinkle Kleer, the latest development in fabricated cellophane, used in packaging for gift wraps, novelties, etc. The new offices of the Aldine Paper Co. are at 373 Fourth Ave., New York.

W. L. STENSGAARD AND ASSOCIATES, INC., have been retained by Wieboldt Department Stores, Chicago, as advisory counsel in all materials relating to the creation and visualization of package designs, labels and trade marks for the purpose of furthering identification, recognition, and value of store brands.

ALSOP ENGINEERING CORPORATION is now established in its new factory at Milldale, Conn., purchased last fall. The general offices are also located at the factory and the executive personnel have located their homes in the vicinity of the plant. The New York office and showroom is still maintained with a service department for the whole metropolitan area at 17 W. 60 St., New York.

NEW JERSEY MACHINE CORPORATION announces the appointment of two new sales engineers on its staff, attached to and working from the Hoboken office: Richard Dede and Richard Wellbrock. These two men were appointed to the staff at the first of the year, although formal announcement had not been made owing to the desire on the part of the management to get them thoroughly posted on company policies and particularly on the new Pony Labelrite.

The first meeting of the proposed PRODUCTION MANAGEMENT ASSOCIATION will be held on March 25 at the Pennsylvania Hotel, New York, at which time a permanent organization will be established and officers elected. This date concurs with that of the Seventh Packaging Conference and Exposition. Consequently representatives of companies joining the Production Management Association may at the same time attend the meetings of the Conference and have an opportunity of visiting the displays of equipment and materials.

Sponsored by The Rochester Chamber of Commerce, Rochester, N. Y., during the week of Feb. 15, was an EXHIBITION OF INDUSTRIAL DESIGN. Confined to exhibits of Rochester manufacturers, this was planned to show how the art of design has developed, the use of new materials—such as metal alloys and plastics—and the influence of design and materials on industrial progress during the past twenty years.

The shops of THE KARL KIEFER MACHINE COMPANY, Cincinnati, are again in full operation. It was most fortunate that the buildings were not

seriously affected by the devastating flood which inundated many sections of the Queen City. While it was necessary to suspend operation for a short period, in accordance with the general industrial holiday, contact with the trade was maintained through temporary offices. Many supply requisitions were shipped without delay.

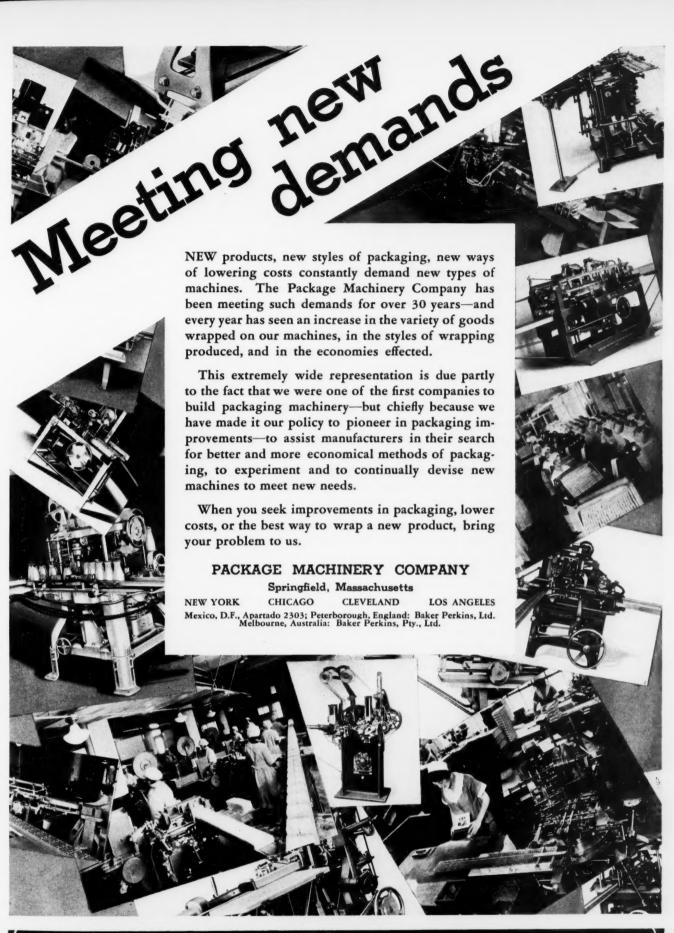
BLAKE, MOFFITT & TOWNE has just purchased new quarters for its San Francisco division. The building, with frontage on both Eighth and Brannan Streets, was acquired from the National Carbon Company and work will begin at once on remodeling to accommodate stocks of paper, paper products and twines which the company handles. In addition to equipping the warehouse, plans have been made for installation of the head-quarters offices of the company's fifteen divisions, of which San Francisco is the parent house, having been established there as a pioneer business over eighty years ago. L. C. Conner has recently been appointed sales manager of the Wrapping Paper Department.

AMERICAN STAR CORK COMPANY has opened a new branch at 241 So. Los Angeles St., Los Angeles, Cal., with Charles P. Sakin in charge. In San Francisco, Amstar corks and screw caps are handled by Granucci & Company, 310 Davis St., who act as distributors for that territory. Rathke and Company, Colman Building, Seattle, Wash., are distributors throughout the Northwest. This expansion on the part of the company is the result of an increasing demand for Amstar closures. Established in 1900, at the turn of the century, the company has steadily grown with more and more new branches and distributors being added through the years as business warranted.

THE STROBRIDGE LITHOGRAPHING COMPANY has elected the following new officers: Nelson W. Strobridge, chairman of the board; succeeding him in the presidency is William H. Merten, who has been vice president and general manager of the company for many years; James G. Strobridge, who represents the company in New York, vice president; Harold A. Merten, secretary; F. W. Betz, assistant secretary; Bernard Ungar, assistant treasurer.

Mr. Merten, the new president, is widely known in the lithographic industry, as well as to the advertisers served by it. He was president of the Lithographers National Association for several years, and is now president of the Miami Valley Lithographers Association and a director of the Lithographic Technical Foundation.

NATIONAL FOLDING BOX COMPANY announces the following executive changes, made recently at its annual directors' meeting: Hutchinson S. Hinkle, chairman of the board; George W. Mabee, president; Morris T. Lynch, first vice president; Walton D. Lynch, vice president in charge of sales; David W. Mabee, secretary; Fred S. Symington, plant manager; and Fred G. Sims, assistant treasurer. George W. and David W. Mabee are sons of the late Douglass W. Mabee, one of the founders of the business and long identified with it in



PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

official and directorate capacities. In his new office, Mr. Hinkle, who was the second president, having succeeded the late David S. Walton, first and only president for thirty-five years, will devote his time to the expanding outside interests of the company.

Shown for the first time at the recent Canners Convention was a new machine for wire-stitching solid fibre and corrugated shipping cases manufactured by NIAG-ARA FALLS WIRE STITCHERS, INC., 377 Fourth St., N. Y. The company is a new concern organized by a number of local men who have been engaged in building wire stitching machinery for many years. Officers of the company are: Edward A. Zimmerman, president and treasurer; Glenn A. Stockwell, vice-president and Miss Elizabeth T. Smith, secretary. William O. Sims is the general manager.

Reorganization of the former Kurz-Kasch Company to be known as KURZ-KASCH INCORPORATED, has been announced. Freed from all legal entanglements brought about by the receivership of the Kurz-Kasch Company during a period of more than four years, the succeeding company is proceeding with extensive plans. The following officers have been appointed: J. J. Bauman, president; Walter G. Davidson, general manager and treasurer; Henry Kasch, vice-president; Joseph N. Brown, secretary; Charles H. Frantz, production manager and Robert F. Young, general counsel. Reorganization assures continuation of the company's operation in Dayton. It establishes permanently one of the largest exclusive plastic molding concerns with branches in Chicago, Detroit, Cleveland, St. Louis, Milwaukee, Los Angeles and Toronto, Canada.

CONTINENTAL CAN COMPANY reports net earnings for 1936 of \$9,038,788 after deducting all charges, including \$1,616,128 for income taxes and surtax on undistributed profits. Earnings for the year were equivalent to \$3.17 a share on 2,853,971 common shares outstanding at Dec. 31, 1936, compared with net earnings of \$11,223,578 in 1935, or \$4.21 a share on 2,665,191 shares outstanding at the end of 1935.

EDGAR A. CLARK, advertising manager of Nashua Gummed & Coated Paper Company, died suddenly after a brief illness on Jan. 22, in Nashua, N. H.

Mr. Clark was the son of David Addison and Rosina Roberts Clark. He was born in Baltimore, Md., and after living there a few years moved to Roxbury, Mass. His education was received in the schools of those localities. In his business life, Mr. Clark was for several years with the American Thread Company. In 1908 he came to the Nashua Gummed & Coated Paper Company, retaining his association with it until the time of his death. He joined the Nashua company when waxed paper packaging was in its infancy. In his capacity as sales manager of the Waxed Paper Division of that company, he did much to promote the use of these products and thus was one who pioneered in this industry.

During the last few years of his life, Mr. Clark was advertising manager of the Nashua Gummed & Coated Paper Company. His long experience in the sales field and his familiarity with the products of his company en-



EDGAR A. CLARK

abled him to meet the problems of advertising in a sympathetic and understanding manner. Mr. Clark leaves besides his widow, Mrs. Elizabeth Clark of Nashua, a sister, Mrs. William E. Colby and a niece, Mrs. Robert Albert, both of Washington, D. C.

RALPH F. BARRY, president of The Butterfield-Barry Company, oldest established paperboard distributors in this country, died at his home in Hackensack, N. J., on Jan. 30, following an illness of eight months. Mr. Barry was only 47 years of age although he had been connected with the boxboard business since 1910 when



RALPH F. BARRY

he started work for The Butterfield-Barry Company. He became president of the company in 1923 and held that office at the time of his death. Mr. Barry is survived in the business by his brother, David A. Barry, Jr., who is equally prominent in the affairs of the industry. He is also survived by his widow, Mrs. Adele C. Barry, one son and two daughters.



Kinpak CREPE WADDING

PROTECTS AMERICA'S "BEST-SELLERS" AGAINST SHIPPING DAMAGE



NESCO CASSEROLES
A "BEST-SELLER"
Protected by KIMPAK

Note how KIMPAK Crepe Wadding is used to protect the chrome-plated covers of the Nesco Casseroles...This method of packing was developed by the National Enameling and Stamping Co. in 1932 and they have been using it ever since that time. The simplicity and efficiency of the entire packing operation are praiseworthy.

• Skilful merchandising plans include provisions for showing products at their best in dealer's rooms. A factory-fresh appearance of merchandise makes sales easier for the retailer, and makes more profit for the manufacturer. That's why thousands of the country's foremost manufacturers rely on economical KIMPAK Crepe Wadding to guard their fast-selling items against shipping damage—to insure that factory-fresh appearance that makes sales!

You, too, can be sure your product will look its best when delivered to retailers. There is a form of KIM-

You, too, can be sure your product will look its best when delivered to retailers. There is a form of KIM-PAK to do just this for you. Your product may be very fragile, or have an expensive high finish; it may be made of glass, metal, or any other material, yet KIMPAK will guard it against shipping damage or

breakage.

KIMPAK is the modern packing material that comes in sizes and thicknesses to meet any shipping need. It is absorbent, clean, snowy-white, light, flexible and as easy to use as a piece of string—no muss, no fuss with KIMPAK. Its low price will allow new shipping room economies. Its ease of handling will make new shipping room efficiency.

Learn more about KIMPAK. Mail coupon today for free portfolio of samples and illustrations of actual usage.

KIMBERLY-CLARK CORPORATION Neenah, Wisconsin

Sales Offices: 8 South Michigan Avenue, Chicago 122 East 42nd Street, New York City 510 West Sixth Street, Los Angeles



FREE! 1937 Portfolio of KIMPAK

KIMBERLY-CLARK COR-PORATION, Neenah, Wisconsin. Address nearest sales office: 8 South Michigan Ave., Chicago; 122 East 42nd St., New York City: 510 West 6th St., Los Angeles.

MP-3

Please send	us	the	1937	PORTFOLIO	OF	KIMPAK

Address.....

Attention of.....

.. Our product is....

BEST-SELLERS MUST BE Good and Look Good!

HUGH M. FREER, vice president of Standard Brands, Inc., died on Feb. 11 in New York, following a heart attack. He was sixty-eight years of age. Mr. Freer was in charge of traffic, purchasing equipment, real estate and construction for the firm. He formerly was



HUGH M. FREER

director of traffic for Fleischmann's Yeast Company, which, in 1929, merged with Standard Brands.

Mr. Freer had gained a reputation for making food deliveries through some of the worst floods and earth-quakes in the history of the country. At many times his organization worked with the Red Cross in bringing aid to victims of disaster.

Modern Quarters for Crown Can Company

The new and modern plant of the Crown Can Company, located on Erie Ave. in Philadelphia, said to be the largest can-making plant in the world. Occupies four city blocks on the main line of the Pennsylvania Railroad. It covers 18 acres of ground and has 661,000 sq. ft. of floor space. When fully equipped the plant will have 31 can lines, with a daily capacity of 5,000,000 cans—cans for packers, beer, paint, oil, tobacco and specialties—cans that are plain, inside enameled, lithographed, with plain and crown tops.

There are nearly 270,000 sq. ft. in the main section of the plant alone, and it is over this section that there is a mezzanine for executive offices. At the southeastern

section of the building there is a three-story wing, and over the western portion is being constructed a mezzanine to provide lunchrooms for employees and an assembly room.

Special attention was given to the roofing of this modern plant. The flat surface is of steel, covered with two inches of cork of Crown Cork & Seal manufacture, which in turn is covered with pitch. A new and highly efficient type of daylight construction is achieved by the use of a special glass that permits an abundance of light to enter yet prevents the direct sun rays from coming through.

Equipped with the latest and most efficient machinery, this new plant has available unusual facilities for the production and shipment of all types of cans. At one end of the can lines, for example, there is trackage for 13 freight cars, while at one side of the main section a large and well-equipped truck loading ramp is in process of completion.

All the machinery is new and of modern design, with individual motor drives. In the lithographing department there are five CEM one-color presses, with ovens attached, built by Crown. There are five 2-color Hoe presses, with ovens, and ten coating presses and ovens. Can-end making machines by Bliss & Cameron are used, while Crown is experimenting on a new machine for this operation, which they expect to have ready in a short time. To round out all these up-to-the-minute facilities, there is a modernly equipped research department occupying 4800 square feet of floor space.

L. Frederick Gieg, president of The Crown Can Company, has had many years of broad, practical experience in this field. He has a wide acquaintance among the users of cans; he knows their needs and their desires, and the operating policies which he has laid down have as their prime objective the meeting of these needs and requirements.

Wolf Award to Adrienne Cosmetics Packages

The Adrienne Cosmetics family of packages used by the United Drug Company, and designed by Gustav Jensen, took first honors in the 1936-37 Irwin D. Wolf Awards Competition for distinctive merit in packaging, it is announced by the American Management Association, sponsoring organization for the competition.



Perennially Popular MIDDLESEX WHITE EMBOSSED

You can SEE and FEEL the extra quality in MIDDLESEX WHITE EMBOSSED PAPERS: HIGH GLOSS, BRIGHT WHITE SHADE, SUPERIOR STRENGTH, FULL WEIGHT. A wide variety of popular patterns is carried for your convenience at all 3 branch warehouses, also at the mill. Just call on our nearest office for sample sheets 20 x 26.



MIDDLESEX PRODUCTS CORPORATION

INCORPORATED 1866

Mill and Home Office: CAMBRIDGE, MASSACHUSETTS

NEW YORK OFFICE: 41 Park Row PHILADELPHIA OFFICE: 401 North Broad Street CHICAGO OFFICE: 308 West Washington Street

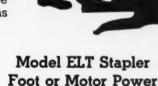




The New Bostitch-Rapp Packaging Machine



operator can handle containers.



Bostitch B-5 Fastener

The popular streamlined fastener for securely attaching correspondence and other related papers, temporarily or permanently. Quiet, positive action. Quick, easy loading.

Also serves as tacker when desired. An excellent bag sealer as well.

For production work . . . has wide opening; deep throat, and plenty of power. Saves fatigue. Can be furnished with many sizes of staple, which can be shaped to fit the product. Double head models available. Adapted to any type of material from thin cellophane to heavy jute bags or fibreboard containers.

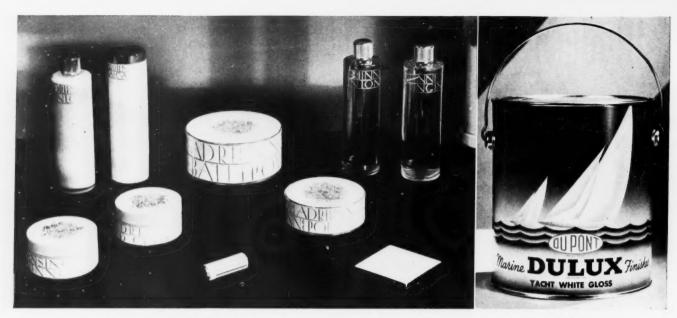
Our Research Engineering and Advertising Staffs will gladly help you with your problems of package sealing and carding for display-protection.

BOSTITCH, INC.

56 E. Division Street

E. Greenwich, R. I.

Write us for complete information an methods and equipment far rapid, secure, and economical wire fastening for any purpose.



Adrienne Cosmetics packages received the 1936-1937 Wolf Award. Honorable mention was accorded the Dulux Marine Finishes package

The Adrienne Cosmetics were awarded the Irwin D. Wolf Trophy. Honorable mention went to Dulux Marine Finishes, entered and used by E. I. du Pont de Nemours & Co., Inc., and designed by Stuart L. Johnston for that company.

Honors were awarded in twenty merchandising classifications by a jury including Richard F. Bach, director of industrial relations, Metropolitan Museum of Art; James C. Boudreau, Art Department, Pratt Institute; A. M. Dingwall, business manager, Esquire, Inc.; Mrs. Lillian M. Gilbreth, president, Gilbreth, Inc.; T. V. House, general merchandising manager, Sears, Roebuck & Co.; C. B. Larrabee, managing editor, The Printers' Ink Publications; Mrs. William Brown Meloney, editor, This Week; Ray M. Schmitz, associate merchandising manager, General Foods Sales Co. All entries in the competition will be on display as a featured exhibit at the Seventh Packaging Exposition.

Seventh Packaging Program Summary

PACKAGING SESSIONS-MARCH 23 AND 24

"Redesigning an Old Established Family of Packages"

"The Company's Problem." A. C. Michener, John Morrell & Co.

"The Designer's Solution." Gustav B. Jensen

"Laying the Goundwork for Package Design"

W. F. Deveneau, Modern Packaging

"Influences of Recent Legislation on Packaging Trends" Irwin D. Wolf, Kaufmann Department Stores, Inc.

"What's Ahead in Plastics Packaging"

"Benjamin F. Conner, Colt's Patent Fire Arms Manufacturing Company

"Special Packaging Materials"

A. V. Shannon, Riegel Paper Corporation and

D. S. Hopping, Celluloid Corporation

"Significant Developments in Packaging Materials"
Paul Ressinger

"Packaging as a Management Problem" Austin Ingleheart, General Foods Corp.

"Packaging for Women Customers" Lita Bane, University of Illinois

"The Merchandising Hazards of Some Current Packaging Ideas" Egmont Arens

PACKAGING MACHINERY SESSIONS-MARCH 25

"Coordinating the Work of Designer and Production Manager"

"The Designer's Functions" George Switzer

"The Production Manager's Function"

L. P. Weiner, Hiram Walker and Sons, Inc.

"Adhesives" Frank Greenwald, National Adhesives Corporation

"The Service Charge" Roger L. Putnam, Package Machinery Company; H. M. Bowman, Stanco Inc.

BULK PACKAGING SESSIONS-MARCH 24

"Regulations for the Transportation of Hazardous Articles"

H. A. Campbell, Bureau of Explosives

"Current Problems in the Use and Transportation of Shipping Drums"

R. H. Everett, Keystone Varnish Company

"Bags, Their Construction and Classification"

T. E. Milliman, Cooperative G. L. F. Soil Building Service, Inc.

"Packaging, Weighing and Bag Closing Equipment" H. H. Leonard, Package Machinery Institute

"Handling and Shipping Bags" E. L. Chase, Cooperative G. L. F. Mills, Inc.

PACKAGING AND SHIPPING SESSIONS—MARCH 25

"Container Closures" J. D. Malcolmson, Robert Gair Company, Inc.

"Wire Stitching" G. Prescott Fuller, Dexter Folder Company





Beech-Nut's Luster-Mints won first award in 1936 All-America Package Competition

First sales assured for Luster-Mints with package design that won 1936 All-America award.

Re-sales equally assured with PAPERGLAS inner-wrap to hold in flavor and factory freshness.

Covering this page is a sheet of PAPERGLAS like Beech-Nut uses for Luster-Mints' flavor protection. Ideal for food products and confections—holds in the flavor and freshness you put in.

Let us consult with your Designers and Production Men on your 1937 packages.

PAPERGIAS

WESTFIELD RIVER PAPER COMPANY, INC. RUSSELL, MASSACHUSETTS

"Gum Tape" Douglas A. Crocker, The Gummed Industries Association

"Silicate of Soda" James G. Vail, Philadelphia Quartz Company

"How Good Must a Shipping Container Be" Edward Dahill, Freight Container Bureau, Association of American Railroads

Shipping Container Clinic and Style Show, Albert W. Luhrs, Container Testing Laboratories, Inc.

Factual Data for the Display User

One of the encouraging signs of our times is the willingness of seasoned business executives to share their specialized training and experience with other men. In an earlier period, there was nothing to do but gain experience by "trial and error" methods but today it is possible to benefit by their labors, saving time, disappointments and money.

In his new book, Dealer Display Advertising, published by The Ronald Press Company, New York, Michael Gross draws on his twenty years' experience with this one medium, to set forth the "do's" and the "don't's" of this interesting subject.

This book should prove of value to every user of point-of-sale displays and be well worth the time and study given to its reading. Copies may be secured from the publisher at \$3.00.

W.F.D.

Up in the Air

In the December issue of Modern Packaging we published a brief article entitled, "For Those Air-Minded," which stated that a whiskey bottle sealed with a cork should never be carried in an airplane—for the cork might pop out at high altitudes.

Now comes a communication that points out discrepancies in such a story and which we are glad to publish in, shall we say, the interests of accuracy. The opinions therein given are embodied in a report rendered by the Armstrong Central Technical Laboratories.—Editor.

"If a quart whiskey bottle is filled at 68 deg. F and closed with a cork stopper, the pressure developed in the bottle when it is brought to 80 deg. F—or above ordinary room temperature—will be approximately three pounds per square inch. At sea level, the total pressure inside of the bottle will be 14.7 plus 3.0 or 17.7 lbs. per sq. in.—but there will also be a pressure of 14.7 lbs. per in. outside of the bottle—leaving a net effective pressure of 3 lbs. per sq. in. that could tend to exert force against the cork stopper.

"At an altitude of 10,000 ft.—which is approximately the maximum flying altitude for transport planes—the barometric pressure is 20.7 in. of mercury, according to the Smithsonian Meteorological Tables, which is equivalent to 10.1 lbs. per sq. in. Therefore, the net effective pressure tending to force the cork out of the bottle at an altitude of 10,000 ft. is the difference between 17.7, the total pressure in the bottle, and 10.1, the atmospheric pressure, or 7.6 lbs. per sq. in.

"Laboratory tests made to determine the pressure required to force a cork stopper out of a whiskey bottle demonstrate that at least a pressure of 20 lbs. per sq. in. is required. Therefore, it is quite evident that a whiskey bottle sealed with an Armstrong's cork will remain safely sealed in an airplane at 10,000 ft.—at least so far as the effect of altitude is concerned.

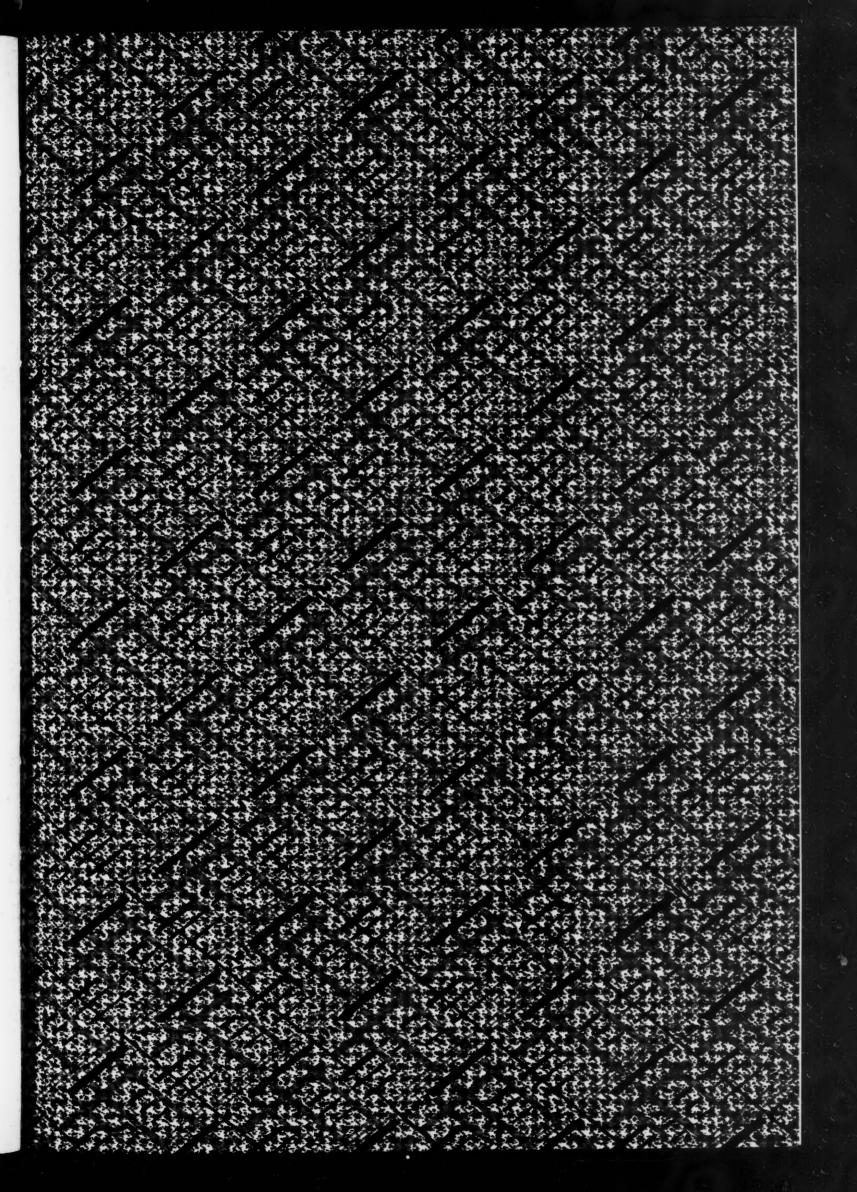
"In fact, the bottle under discussion could be shipped through interstellar space and still remain safely sealed—provided the temperature could be held at 80 deg. F. Under these conditions, the pressure on the outside of the bottle would be zero and, therefore, the net effective pressure inside the bottle would be 17.7 lbs. per sq. in. And this is still 2.3 lbs. per sq. in. less than that required to force out the cork stopper."

. . . AND GREAT OAKS GREW

(Continued from page 124) Company which started in 1904. Food manufacturing was pretty well organized by this time and became the primary customer of the large tin can manufacturers. Because of the large volumes needed, this offered a fertile field for special investigation and study to develop improvements. Chief of these were the transition from the old type of fruit and vegetable packer's can to the open top (solderless at top and bottom) and the vacuum process. From these developments sprang others, so that today tin containers, both printed and plain, are used for a countless variety of products which are safely, economically and satisfactorily transported from their points of manufacture to their points of consumption, during which almost unlimited periods of time may elapse.

The next logical development was in the direction of labels for bottles, cans and jars, and in this field, a branch of the graphic arts, several companies made outstanding contributions. Locating in the heart of the textile field, in 1862, the founder of The Forbes Lithograph Manufacturing Company first began the printing of "dry goods tickets," highly ornamented pictorial paper labels used on cloth bolts. From this beginning the company branched out into theatrical "three-sheet" posters, and by the early eighties was well advanced in the designing and production of labels and wraps, for bottles and tin cans, and the manufacture of folding paper cartons. The skill in the use of colors which this and other companies developed materially advanced the packaging arts.

Up until about 1880 paper labels were confined to square, rectangular or oval shapes. While they answered the requirement of utility their very plainness was conspicuous in an age when ornateness was the vogue. This condition did not long remain unchallenged, for The Tablet and Ticket Company, founded in 1870, with the aid of a blacksmith, fashioned a rather crude die, in the shape of a diamond, from a steel file tediously hammered into form with a mallet. This set the style and the demand for fancy shaped labels, to secure packaging superiority and individuality, and made it necessary to develop improved and faster methods of producing cutting dies. An idea, plus the brawn of a blacksmith, gave



THE PLAID TWEED

One of the LEADERS in the LARGEST AND MOST COMPLETE LINE OF FANCY PAPERS

manufactured by the C. R. WHITING CO. in their many years experience.

SEND FOR SAMPLE BOOKS

Tweed Effects

Prints

Fadeproof Washable Leather Papers
Krinkle Two-tone Pyroxylin
Metallic Coatings
Enamelette

C. R. WHITING CO., INC. HACKENSACK, N. J.

39% SALES INCREASE

FOR MOTH-GAS PRODUCTS
WITH THE HELP OF



WHEN THE MANUFACTURERS OF MOTH-GAS PRODUCTS DECIDED TO RE-DESIGN VARIOUS PACKAGES IN THEIR MOTH PREVENTIVE LINE, THEY CALLED UPON THE BROOKS & PORTER ORGANIZATION TO HANDLE ALL OF THE CREATIVE AND MANUFACTURING DETAIL . . . THE RESULT . . . A 39% SALES INCREASE SPEAKS FOR ITSELF.

WE CAN SHOW YOU HOW TO MAKE YOUR PACKAGING PAY

SIMPLY MAIL THE COUPON, OR CALL WALKER 5-9494 NOW.

BROOKS & PORTER, Inc.

CREATIVE STYLISTS AND MANUFACTURERS OF FOLDING CARTONS,
COUNTER AND WINDOW DISPLAYS

304 HUDSON STREET NEW YORK

BROOKS & PORTER, Inc. 304 Hudson St., New York, N.Y.

Please tell us how we can best improve our cartons, labels and displays.

Samples of our product are being mailed under ADDRESS...

AME.....

KED



SINGLECHROME CAPS

ACCURATELY CONSTRUCTED AND SIZED
A PERFECT C.T. CAP

FLAT, KNURLED OR DOMED TOPS ALL COLORS EMBOSSED, LITHOGRAPHED OR PLAIN

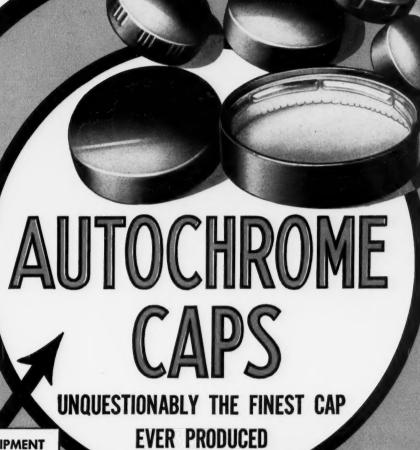
DEPENDABLE SERVICE

YOUR CLOSURE PROBLEMS COMPLETELY SOLVED



BOSTON, MASS.

1ARK



AUTOMATIC EQUIPMENT AND ADVANCED METHODS OF MANUFACTURE PERMIT LOWER PRICES

PROMPT DELIVERY

IN EITHER CASE OR CARLOAD LOTS

KEP-ARK

BOSTON, MASS.

rise to the vogue which has developed to the point today where this company has over ten thousand cutting dies on hand, including every conceivable shape and size.

Mounting in size, like the proverbial snowball which grew with every revolution, the needs of package users could not be supplied by a few plants, which gave rise to the establishment of box, can, bottle and label manufacturers in all sections of the country. Of these, The Russell and Morgan Printing Company made particular progress, because of its skill in producing colored lithographed subjects, such as labels, posters and playing cards. By 1891 the firm had grown to a point where it absorbed a number of other plants in the packaging field, separated its playing card activities, with the formation

of the United States Playing Card Company, and by soundly keeping in step with the package developments laid the foundation for the United States Printing and Lithograph Company.

While attending the Industrial Exposition, held in Vienna in 1870, Herman Wirz, a surgical instrument maker of Philadelphia, saw distinct possibilities in collapsible tube-making machines there displayed. With the assistance of a German tool-maker, whom he induced to come to America, he developed machines for the first collapsible tubes made in this country, thus starting the business of A. H. Wirz, Inc., one of the largest of its kind. These early tubes were unprinted, paper labels being used around them, but they (Continued on page 286)

SOME SIGNIFICANT DATES IN PACKAGING HISTORY

1806-Colgate and Company founded

-Preserving of food in glass bottles, with cork stoppers, originated by Nicholas Appert for the French army

1810-Patent for making tin cans granted to Peter Durrand

1821—First American canner, William Underwood, began packing fruits, berries and tomatoes in tin cans

-First blackboard crayon, made of powdered chalk, with a special binder, and formed into sticks, by Dr. Francis F. Field, founder American Crayon Company

1837—James Gamble, soapmaker, and William Procter, candlemaker, joined forces to form Procter & Gamble Company

1839-Photography discovered by two Frenchmen, Daguerre and Niepce

1840-First collapsible tube made in United States

1842-Stephen F. Whitman & Son, Inc., founded

1847—Sons of James Smith, restaurant owner of Poughkeepsie, N. Y., formed Smith Brothers, to market cough drops 1847—Flavoring extracts first put on market by Joseph Burnett Co.

1848-Nashua Gummed & Coated Paper Co. began as playing card maker

1849-Safety pin marketed on cards

1850—Canning of fruits and vegetables commercially perfected

1856-Gail Borden secured patent for canning milk in tin

1858 Carter's Ink Company established

1859-First A & P grocery store, Vesey St., New York, the forerunner of the chain store

1860-Cold storage freezing method developed for meats and fish 1862-Forbes Lithograph Mfg. Co. established to make dry goods tickets

1864-Robert Gair Company founded

1864—Palmolive Soap perfected 1866—W. C. Ritchie & Company founded for manufacture of set-up paper boxes

1868—Celluloid Corporation formed—foundation of plastics industry 1869—First shoe polish in tin cans made by S. M. Bixby Company

1869—Packer's Tar Soap first made at Mystic, Conn. 1871—First Cashmere Bouquet Talcum in round tin introduced by Colrate Patented coated board discovered by George Harvey-now

Gardner-Richardson Co.

1872—Mentholatum developed by A. A. Hyde, Leavenworth, Kansas 1873—First plant—Illinois Glass Co., Alton, Ill., forerunner Owens-Illinois Glass Co.

1873—Riegel Paper Corp. made glassine paper
1873—G. A. Bisler starts making set-up boxes
1873—Lydia E. Pinkham's Vegetable Compound introduced, one of earliest patent medicines which have survived
1877—Somers Brothers, Brooklyn, established, forerunner of American

Can Co. 1879 -Washburn-Crosby Company installed first automatic flour roller

mill
1880—Start of Hampden Glazed Paper & Card Co.
1884—Fountain pen perfected by L. E. Waterman

1884—Wheatena introduced in cartons 1885—Commercial adhesives first made by Arabol Mfg. Co.

1885-First folding carton made by Bird & Son, E. Walpole, Mass., for tacks

1885-First type-bar casting machine-the Linotype-developed by Mergenthaler

1886—Mennen & Company founded as Gerhard Mennen Company 1886—F. N. Burt Company started in Buffalo as job-printing business

1887-Gold Dust first packaged in 4 lb. cartons

1887—Sterling Remedies founded, Attica, Ind., for distribution of No-Tobac, an anti-nicotine cure, and Cascarets, a laxative to be used with the former product
1888—Beginning of present Hinde & Dauch Paper Co.
1888—Mennen's Borated Talcum in cans with cap with sifter top
1891—Colgate's Dental Cream in plain collapsible tube with paper label.

label

The Karl Kiefer Machine Co. established

1895—Postum Cereal Company founded for sale of coffee substitute

1896—First advertised packaged dessert—Jello-O 1897—F. B. Redington develops gum wrapping machine 1898—Campbell Soup Company specializes in canned soups

1898—Formation of the American Can Company 1898—Formation of National Biscuit Company

1898—Formation of National Biscuit Company
1899—Uneeda Biscuit package starts packaging revolution
1900—Cartoning machines developed by Peters Machinery Co.
1900—Individual packaging of chewing gum in sticks
1901—Stokes & Smith began manufacture of paper box machinery
1901—Gillette Safety Razor Company founded
1901—Wrigley started manufacture of chewing gum
1902—Printed collapsible tubes first made by Standard Specialty & Tube

-Sunny Jim appeared on "Force" cold cereal packages of H. O. Hecker Company

1903-Bottle filling equipment perfected-now Horix Manufacturing

1904—Formation of Continental Can Company 1904—Post Toasties introduced as "Elijah's Manna," one of first cold cereals

-Introduction of "Old Dutch" Cleanser in can

-Net and gross weighers and carton sealers made by Pneumatic Scale Corp.

-Ideal Coated Paper Co., forerunner of McLaurin-Jones Co., established

1907-First paper mill to fabricate cartons-Fort Orange Paper Company 1907—Vick's first product for treatment of colds commercially sold 1908—Introduction of first glass bottle-making machinery

1909-Lifebuoy Soap carton redesigned by Arthur Allen, one of first redesigned jobs 1910—Bakelite Company formed 1910—Clay coated board made by American Coating Mills, Inc.

1910-Formation of Morton & Company, for marketing salt in consumer

packages 1912—Formation of U. S. Bottlers Machinery Co. 1912—Organization of U. S. Printing & Lithograph Company, from

group dating back to 1883

1912—Container Corp. of America formed—comprised of two units dating back to 1882 and 1888

1913—"Camel" cigarettes introduced

1913—Candy wrapping machinery developed by Package Machinery Co.

1919—First automatic cigar-making machine, Waitt & Bond's "Black-stone" Cigars

1919-First automatic capper developed by Consolidated Packaging Machinery Corp 1919-Foils for bags, wraps and boxes made by Reynolds Metals Co.,

1920-Cellophane perfected 1921—Carton formers, sealers, weighers made by J. L. Ferguson Co. 1921—Sealing equipment perfected by company now known as Stand-

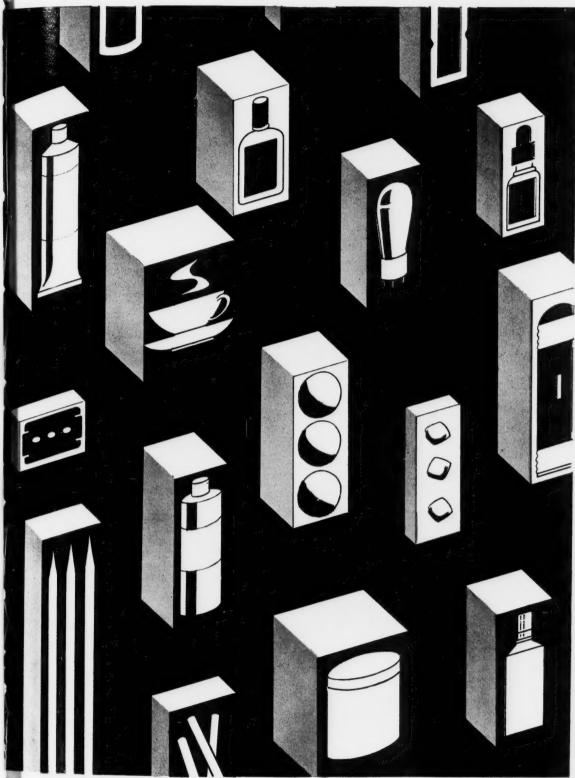
ard-Knapp Corp. 1924—General Plastics, Inc., established

1929-Sylphrap placed on market by Sylvania Industrial Corp.

276

bril

These leaders have profited by RIDGELO CARTONS Have you?



As you see many manufacturers are wise to the quick counter pick-up of well printed, smooth, sturdy folding boxes—the kind they get with RIDGELO Clay Coated Boxboard. This page is printed in three Pope & Gray Hi-Gloss One Impression Inks on RIDGELO Clay Coated Boxboard (No. 41 coating). There is no extra impression for varnish. Thus economy and brill ace are combined. Write for the facts about these inks and this board.

The largest selling radio tube

The largest selling shoe whitener

The second largest selling toothpowder

One of the largest selling cough drops

The largest selling flashlight

Two of the largest selling shampoos

Two of the largest selling quality pencils

The largest selling golf ball brand

The second largest selling laxative

Two of the largest selling nose drops

The largest selling skin balm

The second largest selling razor blade brand

The two largest selling nail polishes

One of the largest selling candy

The largest selling private tea brand

The largest selling cleansing cream

Two of the largest selling cigarette brands

Ridgelo PACKAGES THE BEST

LOWE PAPER COMPANY RIDGEFIELD, NEW JERSEY RIDGEI G. 1900

For clear printed cartons, kept bright and soilproof, the finest material you can use is nished. For example, this page is printed board with one coat of Pope & Gray's Hi. Sheen of the varnish retained on the board and wike. Do your cartons look as fine?

Representatives: W. P. Bennett & Son, Toronto—E. C. Collins, BaltiPacific Coast Distributors: Blake, Mostitt & Towne—Zellerbach Paper Co.



TWO GOLD AWARDS—a fitting tribute to Beveridge-Marvellum Papers

*KIVAR, an excellent pyroxylin coated leather substitute—economical and durable.

**CHATOYE, an all purpose pyroxylin treated paper—soilproof with permanent beauty.

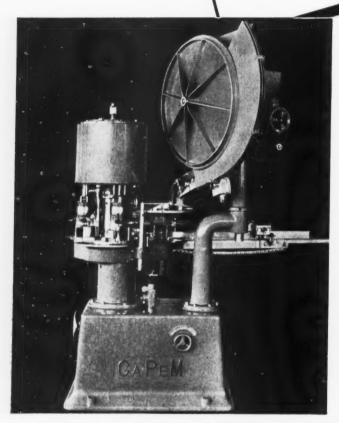
Working sample sheets on request.

THE BEVERIDGE-MARVELLUM COMPANY

HOLYOKE, MASSACHUSETTS



Parker Pen Too! Parker Pen Too! Repeats With QUINK



Elsewhere in this issue we pay our compliments to Abbott Laboratories, pointed out that CAPEM has grown accustomed to fast company. Later we were informed that Parker Pen, too, was among those honored.

We congratulate them upon the recognition of their conspicuously fine package. We are proud that here again CAPEM plays a part, proud of the increasing evidence that CAPEM represents the ultimate in automatic capping efficiency.

CAPEM AUTOMATIC CAPPERS Built By

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 WEST AVENUE, BUFFALO, N. Y.

1

Packages in the AYER FAMILY depend

on

HAZEN PAPERS

for

Prize Winning Effectiveness

METALLACS ROMAN GOLD



LOOMLITE TAN

BUY HAZEN for quality
Swatch books and work sheets gladly sent on request

HAZEN PAPER CO.

HOLYOKE

MASS.

FOR JOHNSON & JOHNSON

this prize winning PELLET
DISPENSER - - - - with
metal top and base made by
the CONSOLIDATED FRUIT JAR
COMPANY













Above—some of the products we manufacture

For individualized metal closures and accessories of every description—in all metals—you will find the facilities and service of this company unsurpassed by any other in the industry. Our engineers and designers are at the call of all manufacturers confronted with a packaging problem.

CONSOLIDATED FRUIT JAR COMPANY

New Brunswick

New Jersey





This package, designed and produced for the ITALIAN-SWISS COLONY by the CALIFORNIA more Easterners than you CONTAINER CORPORATION, has brought California's bottled sunlight to more Easterners than you This package, designed and produced for the ITALIAN-SWISS COLONY by the CALIFORNIA

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This package, designed and produced for the ITALIAN-SWISS colony

This package, designed and produced

"Never the twain shall meet"?

And now, to top this sales success, East has again met West . . . in the All-America Competition and this Pacific Coast Carton is the iob that made good. CONTAINER CORPORATION, has brought California's bottled sunlight to moi thousands of them.

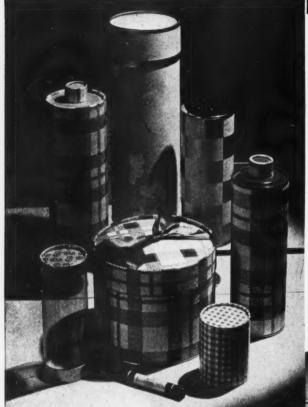
could count on the fingers of a regiment . . . thousands upon thousands of them.

For the Western Packaging industry is on its toes and going places. And the leader in its field . . . as maker of finer cartons, mailers and shipping containers.

Package planner, as merchandise counsellor, as maker of finer cartons. For the Western Packaging industry is on its toes and going places.

And the leader in its field . . . as mailers and shipping containers, mailers and shipping containers, as maker of finer cartons, mailers and shipping containers, is the this Pacific Coast Carton is the job that made good. CALIFORNIA CONTAINER Corporation CALIFORNIA

EMERYVILLE



CLEVELAND CONTAINERS

A complete line
of ROUND BOXES, POUCHES
and specialties for
COSMETICS and TOILETRIES

UTILITY CONTAINERS

Round paper boxes, diameters from $^{1}/_{2}$ inch to $7^{5}/_{8}$ inches, plain and semi-perforated. Capacity $^{1}/_{4}$ oz. to 10 lbs.



COMBINATION STYLES Tin and Paper

Plain top, semi-perforated sifter top, and friction plug style, diameters from 1 to 6 inches. Capacity $^{1}/_{4}$ oz. to 10 lbs. Also TELESCOPE MAILING CONTAINERS and Display Tubes.

SQUARE TUBES

PRINTED TUBES

Let us help you to achieve greater display and sales values at lower cost. Write or wire our nearest representative.

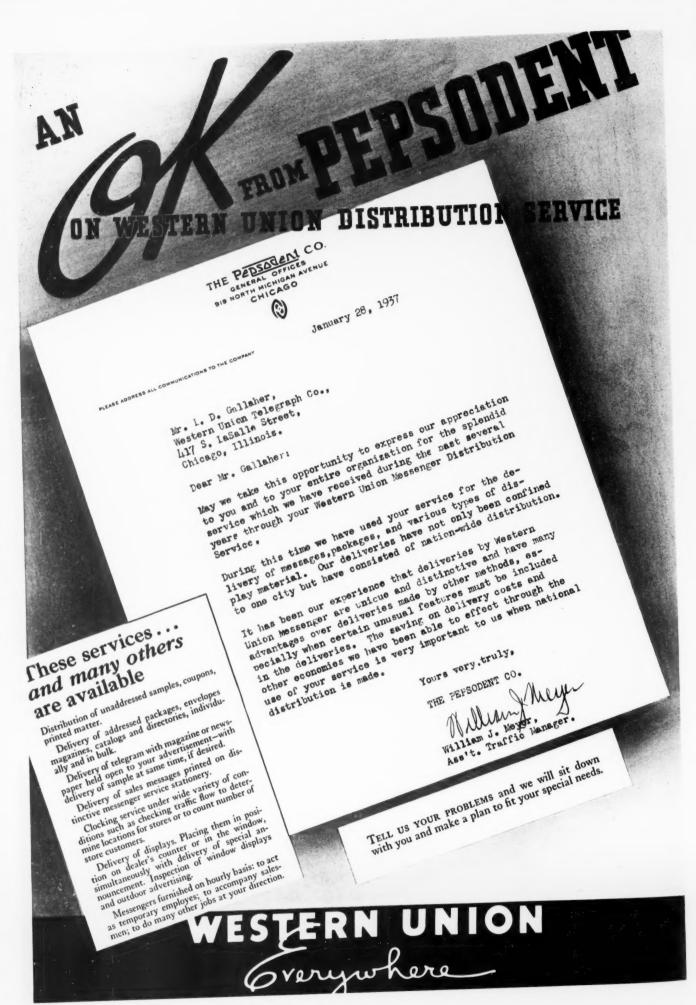
THE CLEVELAND CONTAINER COMPANY

10630 BEREA ROAD

CIEVELAND OHIO

Plants: New York, Philadelphia, Wilmington, Detroit, Cleveland, Chicago, Plymouth, Wis. Adhesive Div.—Brooklyn, N. Y.







HEAT SEALED PLUS GLUE SEALED

DOUBLE CELLOPHANE ON EDGES

SIFTPROOF

MOISTURE PROOF

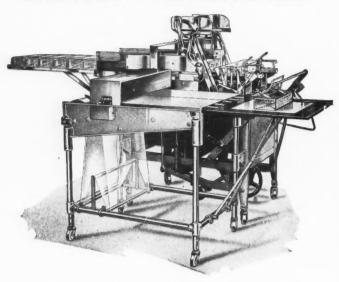
ADDED STRENGTH

MUNSON BAG COMPANY

CLEVELAND OHIO



SPEED WIDE RANGE INSTANT ADJUSTMENT



* COMBINED IN 1 LOW-PRICED WRAPPING MACHINE

Without changing parts the Miller "Economatic" Wrapping Machine is instantly adjustable for almost any size package.

A girl operator can be given complete charge of this machine. Makes her own adjustments.

The MILLER is portable, wraps with "Cellophane" or waxed papers, connects to a light socket.

Write for details.

Save labor, use less wrapping material, sell better packages . . . MILLER wrapped!

MILLER WRAPPING & SEALING MACHINE CO.

14 S. CLINTON STREET, CHICAGO



. . . AND GREAT OAKS GREW

(Continued from page 276) filled such an immediate need for packaging creams and semi-solids that their acceptance was widespread. In 1902 the Standard Specialty and Tube Company entered this field as developers and improvers of the plain tubes, and are said to be the first manufacturers of enameled and printed collapsible tubes, as well as making distinct contributions in the development of nasal tip tubes and special applicator types. Tubes were originally printed from rubber type with enamel being applied by hand with a camel's hair brush. Tube closures were made of metal, it not being until 1920 that molded closures were used on the tubes of The Mennen Company to bring added appearance and improved closing. An estimated production, by the entire plastics industry, of five hundred million molded closures in 1934, testifies how well collapsible tubes and molded closures fulfilled the needs of packageminded American manufacturers and consumers.

The story is told that a prize was offered for a material suitable for use in making billiard balls to replace expensive and scarce ivory. Whether there be any truth in the yarn, it may be said that John Wesley Hyatt's discovery of Celluloid in 1868 won the prize and laid the cornerstone of the plastics industry. Because of its inflammability, being a nitro cellulose product, there was a distinct need for a plastic which while possessing the beauty and versatility of Celluloid would be non-inflammable.

As the development toward visibility of the product in its package became more and more important, industrial chemical developments brought forth transparent materials suitable for wraps, bags and containers, such as Cellophane, Sylphrap, Kodapak, etc. The Celluloid Corporation in its researches, produced Protectoid. Searching for something new and different a New York fruiterer suggested the use of a slightly thicker sheet in which to package Bon Voyage baskets. This first fully transparent rigid container possessed tremendous possibilities which were fully capitalized upon, in making products increasingly desirable, and thus all manner of products now utilize this novel protective packaging.

On Feb. 23, 1886, Charles Martin Hall discovered the electrolytic process for the manufacture of aluminum. Hall's discovery, which made possible the production of aluminum at low cost, revolutionized the aluminum industry and paved the way for the development of the metal to its present worldwide usefulness—in the packaging field, for tubes, foils and containers.

Hand operations sufficed for the purely local, one-man, business, but when a keenly awaiting market avidly seized some products which struck its fancy and forced units from dozens to thousands, and hundreds of thousands, inventive genius had to be brought into play. And it is a matter of record that American industry was not lacking in resourcefulness, mechanical skill, ingenuity and persistency. The spoon, cup, ladle, scoop and pitcher may satisfactorily meet the needs of the individual housewife in her kitchen, but in no sense of the

term can they be classified as measuring tools for the use of growing industry. Each improvement, in the materials used in packages, made clearer the necessity for some speedier, surer and more exact method of utilizing them. Washing bottles by hand, filling them from a large pitcher, forcing a cork stopper in each one, and finally hand-fashioning a box in which to ship them could not long keep up with the pace which even nineteenth century American industry had set for itself. While manpower could be multiplied, it completely failed to achieve in a single day the pressing needs, albeit working hours were indeterminate and willing workers wore themselves out in the process of vainly trying to keep up. Only through the perfection of mechanical hands, which at untold speeds could ceaselessly, accurately and uniformly perform the packaging operations could manufacturers live up to the opportunities and profit possibilities that lay before them.

Applying pressure to hand-workers to secure increased production resulted, in at least one case, with the answer. F. B. Redington, superintendent of the Zeno Chewing Gum Company, found that forcing girls to work at higher speeds resulted in having to send them home from work, their fingers and thumbs sore and bleeding from wrapping sticks of gum by hand. This observation, in 1897, led to his development of the gum wrapping machine which eliminated the hand work. After selling the idea to the company, he quit the gum business and began the manufacture of wrapping machines. One of these early machines wrapped forty packages a minute, whereas in present machines a speed of three hundred a minute is attained. But the foundation had been laid, machines did faster, better and more economical work than girls ever had been able to. It was natural, therefore, that the gum wrapping machine pointed the way so that the firm of F. B. Redington Company, as well as other companies, now make machines that will wrap anything, making mass production of packaged products possible and economical.

As has been pointed out, the Uneeda Biscuit package revolutionized packaging standards. But it did even more than that, for the vice president of the National Biscuit Company, F. M. Peters, foresaw that hand operations could not possibly keep apace with the demand that would be created once the advantages of the individual Uneeda Biscuit package were understood and adopted. He therefore spent much time, prior to 1900, working out plans for a machine which would automatically handle this package. Crude as it was, it worked, and encouraged him to organize the Peters Machinery Company for the designing, inventing and manufacturing of special packaging machinery. The first Peters machine did the work of forming and lining, folding and closing, wrapping and end-sealing the Uneeda Biscuit package, and was adopted by such other alert manufacturers as C. F. Mueller Macaroni Company, Swift & Company and many others who welcomed the innovation and found increased profits in its use.

What was accomplished for the National Biscuit





HIS Cameron machine cuts paper discs from a roll, prints them, inserts them in position and crimps them as the can is made. The can is filled in reverse position and then sealed by attaching the bottom. Thus, a perfect, tamperproof seal is provided to give your customers visible proof that your product is fresh—and just as packed!

Better—but costs no more than old style cans—when made on CAMERON machinery.

We make every kind of machine for can manufacture—regardless of size or shape of can or output required.

The machine shown below is fully automatic and, operating at a speed from 100 up to 200 cans a minute, provides a seal that costs no more—frequently less—than old-style, out-of-date can seals. Wherever used, sales have mounted, returned goods dropped! Write, today, for complete information.



Company was soon made available to the paper box manufacturers through the efforts of Stokes and Smith Company, founded in 1901, ninety per cent of the box makers readily adopting their automatic machines. But while the box makers represented one market for machines an even larger field lay among the large manufacturers of foods and other products which were being packaged in cartons by hand. It was for these that the first tight-wrapping machines were made, being developed from the paper box machine. Semi-automatic in operation, they were adjustable to a speed of ten to fifteen packages per minute. Through constant improvement, over the intervening years, these machines are now fully automatic and maintain speeds of sixty packages per minute.

Hazard a guess, if you will, of the time it would take to fill the bottles of Heinz Tomato Catsup which are consumed throughout the country in this single day, provided no more adequate filling device was available than an earthenware pitcher! Prior to 1903 J. F. Haller had been employed as an experimental mechanic in the plant of H. J. Heinz Company, and sensing the vital need for adequate automatic filling equipment, left their employ to establish the Joseph F. Haller Company. The first rotary filler, built in eight days, was exhibited at the 1912 Canner's Convention by Mr. Haller and was sensational in its effect. The company's name was changed in 1929 when Otto Horix, then president of the McKenna Brass and Manufacturing Company, bought it out, giving it the Horix Manufacturing Company name. One of the early models, described as "Haller's improved gravity catsup filler" was in its day "the last word" in high speed filling, its filling valves being operated by special water power attachments. While it outmoded earlier methods, it too was made obsolete when such efficient equipment as the present twenty-eight valve, automatic feed and discharge rotary fillers which fill three hundred and twenty-five bottles of catsup per minute, made their appearance.

Aside from the food industries, the pressing needs of the distillers forced many improvements in bottle filling equipment. Important contributors in this field were The Karl Kiefer Machine Company and the U. S. Bottlers Machinery Company, which developed bottle fillers from those handling twenty to twenty-five quarts per minute to the present-day, thirty-six tube rotary fillers delivering well over two hundred bottles per minute.

In spite of the fact that W. H. Doble succeeded in developing an electrically controlled scale, in 1885, for weighing free-flowing commodities into paperboard boxes, it required almost ten years of educational effort to bring buyers to the point of accepting packaged commodities. With characteristic New England perseverance he stuck to the job and finally by 1894 had sold a few of these weighers, while pursuing his researches to develop two additional types: (1) a net weigher for free-flowing materials, and (2) a gross weigher for products that required forced feeding. These perfected, he turned to automatic machines for sealing the end flaps of folding cartons, bringing out the first practical

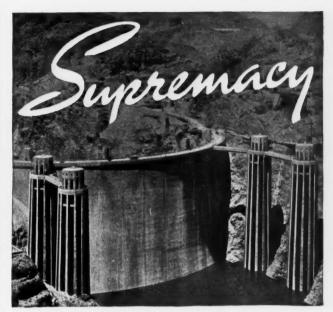
bottom-flap sealer in 1898, and the first automatic topflap sealer four years later. From these experiments the Pneumatic Scale Corporation, Ltd., was formed in 1906. Later developments were the inner-liner machine, capable of a speed of thirty packages a minute, in 1908, together with special bottling and automatic labeling equipment. Thus from a single machine this business has developed into one having over one hundred different and distinct machine types for expediting and facilitating large volume packaging functions.

Automatic wrapping machines, so well started by F. B. Redington, became the nucleus of the Package Machinery Company which was formed in 1913. Through the development of waxed paper in roll form this company induced the individual packaging of many products which had but recently been in the bulk package stage. Added protection was given to other products which while individually packaged had suffered greatly through deterioration, but which were decidedly improved with the wax wrap. To mention but a few of the products benefited by their machines would be to include cigarettes, chocolate bars, soaps and all forms of bread and rolls. They were among the pioneers to foster the use of moisture proof cellophane wrappings among the cigar and cigarette manufacturers, as well as the later developments in printed transparent cellulose wraps, with a paper feed actuated by a photo-electric cell to insure uniform registration of the wrap.

Original wrappings covered the exposed surfaces but did not necessarily protect against product deterioration. In the refining processes foil established itself as an ideal protector, easy to handle, good to look at and readily combined with other materials. The U. S. Foil Company, forerunner of Reynolds Metals Company, Inc., demonstrated the protectability of their materials to the tobacco, confectionery and cheese groups, and from then on an ever increasing variety of users. From plain to embossed to printed forms, metal foils have proven their value when used as wraps, bags and tight wrappers.

Due to the lack of standardization among jar and cap manufacturers there were many difficulties attendant to the development of automatic capping equipment. However, with the organization of the Consolidated Packaging Machinery Corporation, in 1919, an automatic capping machine was built, although it required five years to sell the idea and equip it with an automatic cap sorter. The need of increased production helped manufacturers to overcome their prejudice against automatic cappers which now make possible handling as high as seventy-two hundred containers an hour.

Gone to the land of long ago is the cracker barrel, and with it the pitcher, the scoop and the ladle, useful in their day but totally unsuited for the present tempo of American living and doing. The genius of the men and organizations, only a few of which we have mentioned, have made our present ease of living and high standards of accomplishments possible, and give promise that there are still greater goals ahead which, in their time, will be fully attained as "packaging marches on."



Harnessing the turbulent Colorado River, Boulder Dam stands as a majestic achievement of modern engineering and building skill.

ARABOL

GUMS · GLUES · PASTES

in a corresponding, though less spectacular way, are the result of many years of painstaking effort to create something better . . . Today, Arabol adhesives are the standard by which leaders in every industry are guided.

Whether your requirements are simple or complicated, we are glad to offer suggestions and furnish samples that are specifically suited for your adhesive operations.

For definite information regarding adhesives for the Packaging Industry

ADDRESS DEPARTMENT M

THE ARABOL MFG. CO.

110 East 42nd Street

New York

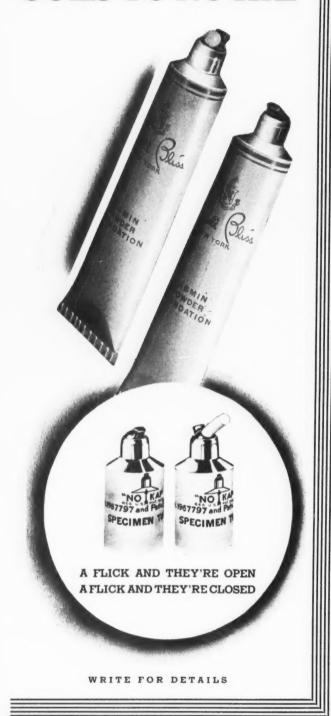
Chicago New Orleans Philadelphia San Francisco

Seattle

THE SILVER MEDAL

for closures

GOES TO NO-KAP



NO-KAP CLOSURES (U.S.A.) Inc. 136 WEST EXCHANGE ST. PROVIDENCE, R. I.

N. Y. OFFICE: 331 MADISON AVE.

The Package Cavalcade

(Continued from page 114) soap, entirely answered every toilet requirement of the average male. Facial massages, lotions and manicures were placed in the category of personal eccentricities, like the story that Napoleon drenched himself with a bottle of eau de cologne after every bath. However, with the growing emphasis that was placed on appearance in the business world men's fears of effeminacy were overcome with the result that creams, powders and lotions came into general use. Indicative of these are the tinted talcum, shaving cream and Skin Balm in tubes, and Skin Bracer liquid lotion, packaged exclusively for men, and introduced by the Mennen Company, through its advertising character 'Jim Henry.'

The extent to which these male beauty aids may go can only be guessed at. A current newspaper notice relates the founding of a men's Make-up Society in one of our large Eastern colleges. Neutral lipstick, cold cream, masculine perfumes and deodorants are the toilet articles which the society hopes will come into more common use among the well-groomed masculine contingent. Eyebrow plucking, false curls and finger-nail painting are tabooed as strictly sissy. The principal reason for the lipstick is for smooth, kissable lips, rather than the sunbaked summer variety or the rough chapped winter product.

The chewing of tobacco and smoking corncob pipes were rural habits that were frowned upon in the city. R. J. Reynolds created a revolution in his industry when, about 1913, he took fine French paper, tightly wrapped it around a new combination of Turkish and domestic tobaccos, and fantastically dubbed the cigarette "Camel." Twenty of these were placed in a combination foil and paper package which successfully kept their fragrance and freshness intact. While the smoking of cigarettes had been associated with undesirables, the convenience and economy of this new cigarette soon broke down former prejudices. The World War years gave the cigarette an air of respectability and the habit became fixed, with women almost as much as with men. Although these cigarette packages could be improved, the severe taxes levied on them has forced utmost production economies to maintain popular prices, and the sole improvement has been an outer transparent wrap to further protect them from contamination and deterioration.

Youngsters in the 80's satisfied their cravings for sweets by chewing "wax"—sweet flavored paraffine. In the next decade chicle gums were perfected, made into thin sticks, which had to be individually packaged to prevent one from sticking to its neighbor. This business grew enormously, particularly after the development of gum wrapping machines in 1903. Many of us well remember the row on row of trays of colorful candies which lined the glass showcases of early candy and grocery stores. We knew not whence the candy came or much cared, our juvenile appetites knowing no bounds where sweets were concerned. Mark well the introduction of neatly wrapped chocolate bars, packages of

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lozenges and bags of salted peanuts, which, by keeping the products fresh and clean, with proper identification of their makers, forced the unbranded bulk confections more and more into the background. No finer example of the craftsmanship of skilled box-makers can be found than in the candy packages produced during the past twenty-five years. Meeting every requirement of protection and excellence of appearance these packages made chocolates among the most popular gift items, which still holds true today.

In this rather sketchy fashion some of the incidents and influences have been set forth which marked the industrial progress of our country during the past century. Obviously it isn't complete. Perhaps by reviewing some part of the progress that has been made we will be given a better and wider appreciation of the tremendous changes which this one element—the modern package—has made in the merchandising of America's necessities and luxuries.

The job which the Uneeda Biscuit package accomplished, in fighting the inroads of its rivals upon its trade, opened the eyes of other manufacturers to the possibilities of this modern merchandising tool. Our industrial history is full of the sad stories of companies who stuck to their old products and died before manufacturers of newer and finer products. No company can live and grow unless it adapts itself to prevailing conditions, making such changes as will keep its product increasingly interesting and desirable to consumers. And since products must first be sold to the eye, even though the real purpose is to please the taste or satisfy another of the senses, the package takes on particular importance, being the first thing seen.

Modern packaging owes its existence largely to the increased education afforded the masses of our population. Bulk products failed to meet the consumer's ideas of cleanliness. Since they were unbranded they offered no protection to the consumer in her search "to get her money's worth." And finally with ample money to spend, and an almost unlimited assortment of products to choose from, consumers showed their preference for those which were most convenient and pleasant to use.

Product development and improvement having been accomplished, it then became a matter for manufacturers to seek out advantages inherent within the use of their products on which to build their businesses. What was more natural than to look at the product from the consumer's viewpoint? When Colgate & Company viewed their Dental Cream from this angle they found that the collapsible tube could be made more convenient if the cream came out in a ribbon right onto the tooth brush. Hence this change was effected and capitalized upon in the historic advertising slogan—"We couldn't improve the product so we improved the package." Kolynos' "Captive Cap" idea solved the consumer's problem of losing the cap, and won millions of sales for its originator. Packer's Tar Soap, marketed since 1873, in an oiled paper and tinfoil wrap, won millions of new users, opened new markets, and the enthusiastic acclaim of old customers by a change to a metal box, which avoided

PACKAGE PLEASE



They see, they reach, they buy.

What prompted the sale? A package that caught the eye, invited inspection, sold on sight. It takes a sound knowledge of what makes people buy to design such a package. It takes a competent understanding of consumer trends and preferences, of point of sale merchandising to make them buy.

Lusteroid has acquired this knowledge and understanding through many years of packaging experience. Lusteroid is a product which adapts itself remarkably well to many purposes. It's light in weight yet unbreakable and has other qualities in finish, in color and in practicability which recommends its consideration for your packaging needs.

Our facilities are at your disposal.

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of
THE SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST SOUTH ORANGE • NEW JERSEY

UPACO CELLULOSE ADHESIVES

Used by Many
Winners
All-America

in 1936 the same as in Last Year's Package Competition

Of the several thousand adhesive-using packages entered in the 1935 All-America Package Competition, a large percentage used UPACO Adhesives.

Again history repeats itself: UPACO has been establishing enviable records on all such work:

Window Cartons
Celluose Bags
Wrappings
Bottle Wraps

We have over 500 formulae, each one superior for certain classes of work. No matter what your special requirements may be, we have or can make an adhesive that will exactly suit your needs. Tell us your troubles—we'll work out the right answer for you!

UNION PASTE CO.

200 BOSTON AVE.

MEDFORD, MASS.

the messiness of the old package. Life Savers, a "dead horse," in its old cardboard tube container, was revived and built into a five million dollar business by two young advertising men with the aid of a tinfoil package which retained the original flavor, readily fit in the pocket, and was easy to open and reseal without danger of spilling. Bottle closures, under the pressure of greater consumer convenience, developed from the old fashioned type which crumbled into a hundred pieces, to the wood, metal and molded top and screw caps which come off quickly and easily from our modern bottles. Shaker tops, pouring spouts, reclosing devices, easy-to-open cans, bags and cartons don't improve the product but add immeasurably to its value in the consumer's eyes through adding convenience, and economy in use.

The introduction of cellophane, and other transparent cellulose products, gave still further impetus to the place which individual packages filled in the sales picture. Products which in themselves possessed eye-appeal were given clean bills of health by being enclosed in bags, envelopes and wrappers of this new protective material. Other products, hidden away in paper containers, were brought to light through windows of transparent cellulose. The competition of this transparent material urged improvements in other wrappings which became increasingly transparent.

Of equal importance to improved materials and fabrication, has been the treatment of package surfaces. Where ornateness was sought in the early packages, those of the present confine their decoration to simple messages, in word and picture, which will enable the consumer to readily see what the product is, what it will do, and will stimulate immediate purchase. As a salesman, in addition to being a container, it is stripped for selling action, attuned to the present pressure of time. Everything entering the design of the package is measured by the simple rule—does it present the product pleasantly and effectively and induce purchase? Anything which fails to help in the accomplishment of that purpose, selling the product, is discarded. The economic foundation for the modern package securely rests on its proven ability to influence and make sales!

There can be no denying the fact that present packages in many cases cost more than those which were made obsolete. A large baking company, for example, reports that while packaging costs fifteen years ago represented 10 per cent of their total manufacturing costs, today they represent 15 per cent. The answer to this increase is the fact that this covers hundreds of products, the majority of which have moved from bulk to individual packages during this interim. A soap manufacturer reports that his present container originally cost several times the one previously used, yet because of the tremendous volume he now enjoys he buys the improved package for less than he formerly paid, and makes more money all along the line on the increased sales. On the other hand, a nationally known candy manufacturer reports a decrease of approximately twenty-eight per cent in the cost of packaging "box" candy over a 25-year period, and today offers one of the most popular confectionery





Ahoy!

Williams

Williams

BOX COVERING PAPERS

COLORS, PATTERNS AND TEXTURES ARE EASY TO FIND IN THE MANY LINES OF WILLIAMS PAPERS THAT ARE CARRIED IN STOCK.

Write us and tell us about your problems, your product and your paper box -- and we will gladly offer our suggestions. Work sheets and sample books sent upon request.

Charles W. Williams & Co. Inc.

Authorities on Box Covering Papers

303 LAFAYETTE STREET, NEW YORK

624 So. Miller Street CHICAGO 167 Oliver Street BOSTON

"Has your line been Toned?"





packages on the market. The consensus of opinion among manufacturers is that costs activated by real packaging improvements tend to reduce themselves. The initial change frequently throws the packaging budget out of proportion; however as the benefits assert themselves in increased sales, and the volume of the new packages purchased mounts, costs are lowered, and the budget is restored to normalcy.

Faced with a choice between industrial suicide and an improved and more costly package there can be little question which course to pursue. Even fears of lost prestige are dissipated. While a certain number of people will continue to buy a product because of its heritage of good performance, the younger generation is not so faithful to old loves. The old package which has remained constant, as mother, grandmother and greatgrandmother knew it may be of great historic value, but by contrast with present-day packages it may look shabby and shoddy. And since the present generation of buyers is ever on the alert to what is new they consider it a greater duty to give the product in the new package a trial rather than abide by tradition.

The Uneeda Biscuit package accomplished its purpose and has virtually remained unchanged during its thirty-eight years. Now, a new product—"Ritz"—in a modern package, is making new history in the profitable marketing of what once was pilot crackers or ship bread. Its sponsors have not attempted the foolish task of bucking the trend, they have got in step with it, and by keeping with it, no matter how fast the pace, they will maintain their place of leadership in the industry.

The Gold Award Winners

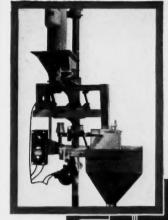
(Continued from page 130)

JOHNSON & JOHNSON BABY POWDER

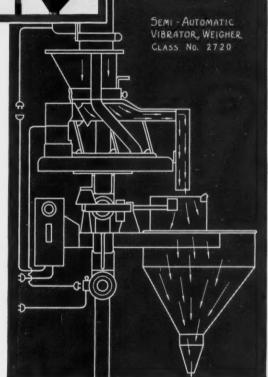
In this display utilization is made of both motion and light. As the baby is tossed up, a light flashes behind the transparency below and illuminates a large group of the company's baby products. Its life size and naturalness create an appeal which cannot be denied and thus the display performs its function at the right opportunity to make a sale.

VEND-A-PAK DISPLAY UNIT

Heretofore products known as Bright Wire Goods have been sold either out of bulk packages or from open counter bins. It has been necessary to spend time finding the right size, to count out the sales to the ultimate consumer, and to wrap the items after counting them out. These small units are lost in handling and, furtherfore, they are very drab in appearance while on the counter. In addition to packaging its merchandise, the company devised the unique self-serving unit which enables the consumer to select the item wanted. When the package is taken from the rack, the next package drops down into place ready for the next sale. The rack shows twelve of the fastest selling items for household use. On the outside of the package is an actual size illustration of the contents, enabling the consumer to look over the range



Shakedown DOES THE TRICK



FOR

Accurate weighing of difficult materials

This Pneumatic Net Weight Weigher handles smaller productions as accurately as its completely automatic "bigger brother" built for greater speeds. Through the use of the recently developed electric vibrator principle, it weighs materials that are ordinarily difficult to feed, to within a $\frac{1}{16}$ oz. tolerance plus or minus, of specified weight.

This "shake-down" method solves the problem of handling unusual materials which do not flow smoothly. The production capacity of this Pneumatic Electric Vibrator Net Weight Weigher is 25 to 30 a minute. Write for more complete details.

See this unit at Booth 222, Seventh Packaging Show

PNEUMATIC SCALE CORPORATION, LTD. 92 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Pneumatic Scale





and select what is wanted with the greatest of ease. Refill packages are supplied to the dealer as he runs out of the various sizes.

EXCEL-ORENO FISHING LINE

The transparent cellulose container used by South Bend Bait Company for fishing lines has proved a boon to fishermen, offering in after-use a convenient box for leaders or other equipment used by the angler. By means of the transparent cover the prospective purchaser is able to see the product, and as this cover is easily removable the fishing line may be examined. Further, there is the protection afforded to the product.

GOETZE'S PORK SAUSAGE

The Simplex pork sausage unit consists of two parts: a base or container for the product which is made of paper stock such as is used for pies, etc. The cover, which consists of a paperboard rim to which is attached a printed transparent cellulose window, fits tightly over the base of the package. By means of the transparency, the product can be seen to advantage and the advertising message is quickly available.

BUDWEISER BEER HOLIDAY WRAP

The Budweiser wraps were adopted rather than a special Christmas carton in order to take care of dealers' floor stock with a minimum expense and to avoid exchanging regular packed merchandise for Christmas packed merchandise. After the holiday season is over, the wraps are easily removed. This wrap enabled the company to place its bottle and can packages definitely in the gift class and also helped the package command valuable display space during the holiday season.

MORRELL MEAT PRODUCTS

Simplicity, appropriateness and appetite appeal were the chief characteristics sought. Every feature of the old labels which was considered extraneous was deleted. An outstanding feature is the product illustrations done in color photography. By showing prepared dishes in tasty arrangement these illustrations convey appetite appeal and add a pleasing and colorful decorative note. The name Morrell, the name of the product and its pictured identification are brought out with utmost clarity. Text on the old labels was carefully edited so that the least possible amount of type would be employed. Lower case letters were used for better legibility and because they could be printed larger and clearer on all packages. Colors-ultramarine blue, gold and white, were selected because they denote purity and cleanliness and tend to assure the purchaser of the quality of product she is buying. Results have been most satisfactory. Since the new line of packages has been on the market, sales of these products has doubled.

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ROGRAIN HOSIERY

This year-round gift unit is placed in each box of hose, serving as a stimulant first, for the sale of three pairs of hose instead of one, and, secondly, gaining consumer

preference for the prospective buyer of hosiery for gift purposes. When one, two or three pairs of hose are purchased, these are inserted into the gift envelope, making a highly presentable and unique offering. The green card on the face of the gift envelope can be written on in ink inscribing the message from the donor to the recipient. This is the only package of its type on the market and its reception has been excellent.

PAMPERIN'S AMERICAN SMOKING MIXTURE

The objectives leading to the adoption of this package were: First, to keep the tobacco in perfect condition. This was accomplished by the use of moisture proof transparent cellulose. Second, to have a soft, convenient, pocket package. This was accomplished by discarding the sharp edged, bulky tin and the rather cumbersome foil package and using the regular tobacco pouch style package instead. Third, to offer greater convenience to the smoker when filling his pipe. This the pouch type package accomplishes by allowing the smoker to dip his pipe into the tobacco package instead of compelling him to pour the tobacco from the package into the bowl of the pipe. Fourth, to have the outside appearance of the package give proper expression to the quality of the mixture within. This was accomplished by having a three-color design with appropriate lettering in a tasteful arrangement of red, gold and black, imprinted on the reverse side of the transparent cellulose. While the marketing of this product is still in the earliest stages, first placements of dozen size cartons with retail merchants brought 25 per cent repeats within three days.

DEDON HOSTESS PACKAGE

This package was adopted to assist in the introduction of a quality priced line of cosmetics, making its debut on a modest scale and with a minimum of advertising. The plastic assembly, while a standard product, was new and novel and lent itself to the manufacturer's color scheme and label. The set-up box for convenience in handling and for display purposes was designed to offer a smart appearance at a minimum of cost. On the basis of meager reports now available, this package is constituting approximately twenty-five per cent of initial consumer sales. With each such sale serving to introduce three products, this item would seem to be well fulfilling its purpose.

HIND'S HONEY & ALMOND CREAM

The addition of a dispenser closure applied to the Hind's Honey & Almond Cream standard package takes care of a long-felt need: it provides for the economical and efficient dispensing of the lotion.

BORG-WARNER KING PIN KIT

Jobbers of automotive parts have in the past kept many of these parts in open bins where they rusted, collected dirt, took up a lot of space and were difficult to inventory. In addition, much time was required searching through catalogues for the correct part numbers, searching through bins for the parts and packaging



When Eli Lilly and Company

Talk about RE-USE
They Mean

YEARS and YEARS



Consider these plastic packages . . . designed to fit into the kits of thousands of physicians—in your own home town, in torrid tropic jungles or in isolated camps in Alaska.

Re-use value takes on a new meaning under such circumstances. These containers must carry and protect delicate pharmaceutical preparations. They must be opened and closed not ten times, nor a hundred, but day after day for years on end.

Their smooth walls must remain smooth, and easily wiped. Their close fit must remain close, warp-proof and exact. Under all sorts af conditions, in contact with all types of chemicals, these containers must do a perfect job . . . always . . . to maintain Lilly's ace-high reputation.

It is significant indeed that, for over five years, every Lilly molded container has been designed and made by a single plastic molder. And that molder, maker of so many other fine packages is the

KURZ-KASCH, Inc.

NEW YORK CLEVELAND DAYTON, OHIO

DETROIT DALLAS

CHICAGO ST. LOUIS

MOLDERS OF PLASTICS

them for the customer. With the aim of helping the part jobber overcome some of these difficulties, Borg-Warner King Pin Kits were introduced. These kits are factory packed and sealed with all of the parts necessary to completely re-build the front end of an automobile. The kits are catalogued by number according to the model and make of automobile for which they have been assembled. The jobber with a stock of these need only look in a small catalogue for the proper kit and hand it to his customer. This takes only about one-tenth of the time required by the old method. Packaged parts are protected from rust, dirt and loss. They take up little space and are easy to inventory.

CLOSURE SHIPPING CASE

In order to standardize on a shipping container for bottle closures that would have a more attractive appearance and result in an economy to customers, the new shipping case used by The Crown Cork and Seal Company was developed. This is sturdily constructed but light in weight and consequently facilitates handling and storage, with the resultant saving in freight and space costs. It enables the customer to make more accurate stock counts and incorporates an actual crown cap identification which makes it possible to note the contents of the carton at a glance. Lettering on the container is in conformance with the current trend for effective simplicity. Recently introduced to the trade, the reception has been eminently gratifying. Shipments during the past year have exceeded by 50 per cent the previous peak on the former container, and the consistently increasing requests indicate an eventual standardization on the present design.

BEN BURK, INC., PLANT

Complete details concerning the installation and operation of this plant appeared in the June 1936 issue of Modern Packaging. It was then stated, "From this discussion it will be seen that there is little manual handling and that much of the packaging is done automatically by machinery. However, where manual work is necessary it has been reduced to a minimum by various mechanical means, of which the belt conveyor at the ends of the automatic machines is an excellent example. Of course it is not always practicable to mechanize every step in production, but where some ingenuity is exercised manual work may be held down to a very small amount, and the Ben Burk layout shows plainly how this can be done for the conditions existing in the plant."

SUSPENDER-TIE CASE

In this instance the product manufacturer has made use of a convenient travel case or a hang-up case for home use. One half of this is utilized to hold the manufacturer's product, namely, a pair of suspenders, while the other may be used to hold a cravat. The latter is placed therein by the retailer and thus he is able to sell two items of merchandise at one time.

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The Silver Award Winners

ABBOTT ALCOLO

The special mold bottle was designed to overcome the objection of a container which ordinarily slipped from the hands when wet. It was desired that the new bottle tie-up with the regular Abbott design, consequently a few rings were placed in the shoulder and base. Although limited to 31/2 in. in diameter of the bottle, due to machinery set-up, the bottle is shorter than the previous one used and is not top-heavy nor easy to tip over. The grip feature was attained by simply drawing in the body of the bottle to a small diameter so that it is impossible to slip from the hand. The body of the bottle is free from ring decorations so that it may be easily labeled. Another distinctive feature is the rakish angle at which the labels are placed. When used in a group display, as this product is, the appearance is very effective and attracts attention.

JOHNSON'S ENAMEL

In the design of these packages, the basic design used for the company's paint and varnish products was adapted and extended. The objective was to produce cans which had individuality and might be expected to hold their own from a display standpoint on dealers' shelves and which could be easily read. Useless detail was eliminated, the copy reduced to a minimum, and lettering was made as sharp as possible.

BROADSTREET'S GIFT ENSEMBLE BOX

This package not only displays the contents to advantage but has the added appeal of making the gift individual by the addition of the recipient's initials placed on the cover. It enables the retailer to dispose of three items instead of one.

DOLE AIR AND VACUUM VALVES

From a design standpoint, the company wanted a "family resemblance." It also wanted brilliance which would give an outstanding poster effect on retailers' shelves, at the same time having strong, simple markings that would not only identify the company's line of air and vacuum valves but also the different valves which the packages contain. All copy and art work was kept as simple as possible not only because they give a modern touch to the package but also because it was felt that simplicity is the keynote of modern merchandising and sales presentation. All valves in these multi-colored containers and cartons are individually wrapped in black tissue which protects their chromium finish and is a foil for the other colors.

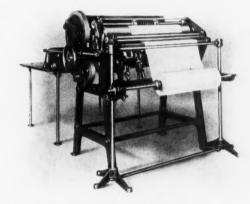
MANSFIELD SHAVING CREAM

In the design of this package, which is one of a group used in packaging a line of toilet products for men, two points that were considered essential were always kept in mind: the packages must look thoroughly masculine; they must appeal to a man's sense of quality. In choosing leather simulation as reproduced in the em-

AT BOOTH No. 505 PACKAGING SHOW MARCH 23rd to 26th

BECK AUTOMATIC ROLL SHEET CUTTER

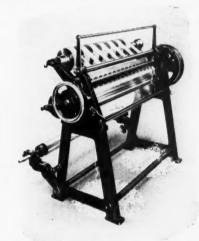
There we will be glad to go over all your sheeting kinks, tell you all about our machine and quote you prices.



We will also be glad to tell you all about our

NEW RAZOR BLADE SLITTER & REWINDER

the machine which is astounding so many with its amazing performance. Beautiful polished edge, and rolls wound tight. For "Cellophane" and similar cellulose materials, this machine gives outstanding results.



BE SURE TO LOOK US UP

CHARLES BECK MACHINE CO.

13th & Callowhill Streets

Philadelphia



NATIONS TO NATIONS TO DISTILLERS!

Your magnificent package has been honored with the All-America Gold Award in the All-America Packaging Contest. This is just recognition of your efforts to produce a beautiful package. We are particularly happy to have contributed something to your success. Jameson Irish American as well as other famous National brands are filled on Horix high speed rotary fillers.

Horix filling machines for whiskey, wine and similar liquids are available in sizes to suit all requirements, from full automatic types capable of filling 120 pints or 70 quarts a minute to semi-automatic and hand-operated machines for smaller plants.

If you have a problem to solve in filling bottles of any capacity, send us samples of your containers and advise production required. We will gladly help you select the right Horix machine . . . which is just another way of saying we will help you solve your problem fully and completely.

HORIX

MANUFACTURING CO.
PITTSBURGH (Corliss Station) PENNSYLVANIA

bossing of the tube, it was felt that leather conveys the impression of quality and appeals to the majority of men. The trade response to the new package was such that within ten days of its release, the line was oversold and earlier estimates are now insignificant.

COTTON PELLET DISPENSER

This package incorporates a container which will satisfactorily dispense cotton for dental and surgical work. The cover fits loosely for quick removal. The pellets are picked out with forceps and the dividers in the top are so arranged that one pellet may be removed at a time. As the pellets are used, the bottom of the pellet cartridge can be pushed up, bringing a fresh supply to the top. When the pellet cartridge is empty, the base is unscrewed and the cartridge removed and a new one inserted.

HORMEL MEAT AND DAIRY PRODUCTS

In the design of the new Hormel packages, a comprehensive program of family resemblance was worked out, covering products, their packaging and extending this plan to properties and equipment such as trucks, refrigerator cars, etc. While retaining the spirit of the old packages to continue the good-will and prestige that had been built up, a new trademark was made the nucleus of the rejuvenated packages. The steer, the sheep and the pig amusingly caricatured in white silhouette, are the new identification for the company's products. They develop a new psychological trend in packaging and at the same time the device utilizes the oldest and still the most graphic means of salesmanship and advertising-the sign language, which is universally understood. To protect the consumer, a system of identification based on color, was developed to identify the three grades packed by the company.

EAGLE BRAND MAGIC MILK

After 79 years of almost universal acceptance and display on grocers' shelves, Borden's Eagle Brand, the original Sweetened Condensed Milk, has been given officially the new name "Borden's Eagle Brand Magic Milk." With its change in name, this product now appears in an easy-to-open can. Both of these improvements have been dramatized by a new step in the careful evolution toward modernization of this product's label. Once an old-fashioned, monotonous blue, it now has the full force of the red, white and blue band design, adopted as a family characteristic of all modern Borden product containers. The package is designed so that each will carry its own folder featuring ten shortcut, failure-proof recipes. The increased attractiveness of this newly labeled can on the grocer's shelf helps him increase his sales, not only of Eagle Brand Magic Milk but of the great variety of related items for which Eagle Magic recipes call.

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AUTOGRAF HAIR BRUSH

This package was designed for eye appeal through fully displaying the attractive brush, advertising the fact that it "combs your hair" and impresses the purchaser with the clean, sanitary, unhandled condition in which the brush is delivered. This has been a very successful package and has sold in large quantities.

BENTWOOD FORKS

The face of the package is similar to the one previously used, but the sides are made more attractive by a solid coverage—blue ink being printed on the transparent cellulose instead of using a colored paperboard boat. Furthermore, all four sides of the package can be used for copy whereas the ends of the former package could not be used for copy because of the folds of transparent cellulose. Summarizing the advantages of the new package—there has been obtained improved appearance, removal of the limitations of machine production, the development of a package which can be opened and closed by the consumer without destroying it—all brought about without an increase in cost.

"FIX-KIT" COUNTER DISPLAY STAND

A unique counter display designed to present a jumble display of various LePage's adhesives within easy reach of the shoppers to invite handling and inspection. The uniformed figure and the name "Fix-Kit" lend a touch of interest; and the wording "Name it. . .I'll fix it!" in conjunction with the list of items that can be repaired with these adhesives, all combine to make this a powerful sales builder.

BEECH-NUT LUSTER-MINT

The Luster-Mint wrap was designed to convey cool, crystal-clear peppermint atmosphere as much as possible and make the package sufficiently attractive that it would virtually sell itself. It was also desired to have the wrap tie up with the name itself, hence the lustrous finish which the package so well displays.

PAAS PURE FOOD COLORS

Major characteristics long associated with the old package have been retained but modernized. The new package prints in the same number of colors but is brighter and more colorful, tying in with a strong selling feature of the product, which is color. The back of the old package was entirely covered with text. The new package uses the back surface to do a selling job—after the peak of the Easter season for which this 60-year-old-product is nationally famous—for the same contents. All a retailer has to do is reverse the package, e.g., he turns it around so that the back is exposed on display and a new use is picturized for the same contents. In other words, the redesigned package eliminates nuisance and loss due to return goods.

FRUIT CAKE BOX

Larsen Baking Company departed from custom in offering its fruit cake in a molded plastic gift package of special design. The base is of black phenol resin and serves as a tray on which the fruit cake, wrapped in printed transparent cellulose, is placed, while the top,



CONGRATULATIONS TO THE ITALIAN SWISS COLONY!

An American wine, produced by an American company, wins an All-American Award in an All-America Packaging Contest! That is news. Our heartiest congratulations

Among the many important wineries meeting their filling problems with Horix filling equipment are K. Arakelian, Inc., B. Cribari and Sons, Cameo Vineyards, Inc., A. Carbone & Co., Eastern Wine Corp., Fruit Industries, Ltd., Garrett & Co., Granada Vineyards, Inc., and Roma Wine Co.

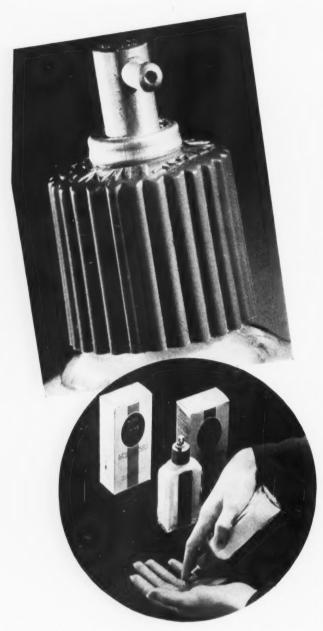
Horix fillers insure users against loss of product due to bottle breakage and overflow. They are designed for long life, can be operated by unskilled labor, and operate efficiently with all types of washing, closing and labeling machines.

We invite inquiries from all wineries, distilleries and others having bottle filling problems. Horix fillers are available in a wide variety of sizes, from a small hand-operated style to a fully automatic rotary with a capacity of 120 pint bottles a minute. Specific advice to suit individual requirements cheerfully supplied. Send sample of your containers and advise production required.

HORIX

MANUFACTURING CO.

PITTSBURGH (Corliss Station) PENNSYLVANIA



The Ordinary Closure stands a lot of abuse . . . BUT this ALL-AMERICA Winner stands twice the wear . . . twice the abuse of any ordinary closure.

Made by



of urea formaldehyde, completes the ensemble and serves as a cover. It may be used as a permanent container for fruit cake or for other re-use purposes.

GIFT WINE CASE

The requirements desired for this gift shipping case to contain a selection of wines were that it should be rich in appearance and substantially support the quality contained therein. The treasure chest design is considered appropriate, for California wine is one of the state's most treasured products. The crest of the Italian Swiss Colony bespeaks the heritage of the wine makers who produced it. It carries six bottles snugly and is easy to carry. While designed primarily for holiday use, its utility will continue throughout the year and it may appropriately be used on all occasions when gifts are in order.

GENELL BLISS COMPLEXION CREAM

The closure used on the tubes for Genell Bliss complexion cream is non-detachable, with a roll top cover which eliminates the use of a separate cap. This is opened and closed by slight pressure on a small lever or trigger which protrudes from the top of the closure. It has a decided advantage in convenience and permits an attractive styling of the container in keeping with the other packages in this line of products.

HIRAM WALKER CHRISTMAS DISPLAY

This window display consists of a five panel screen, with a formed up imitation shop window on the center panel. Folding shelf pieces are attached to the bottom of each of the end panels to hold bottles. The display is lithographed in nine colors. After Christmas, the Christmas streamer may be removed and the display can then be used at any time throughout the winter. Space is provided in the display for an electric light bulb so that the window scene can be illuminated.

PARKER PEN PLANT

The Quink bottles, while small, are of a peculiar shape and while they present no special difficulty in handling, nevertheless parts of the equipment had to be made to successfully handle these containers. The empty bottles are dumped from cartons directly onto the feed table of the feed conveyor of the filling machine. They are then pushed onto this conveyor, carried to the filler, where they are automatically picked up and as they pass around the machine are automatically filled and discharged. From there they automatically go through the capper.

Packaging equipment is adjustable to several different sizes from a tiny bottle measuring about $1^1/2$ in. in height to one about 5 in. in height. Those familiar with the Quink bottle will recognize its peculiarity as to shape and the problem of successfully handling that bottle rapidly and without difficulties which so often occur with peculiarly shaped bottles. A production of 100 to 120 bottles a minute is entirely feasible.

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The filling machine is equipped with speed regulator so that operator may note at all times just exactly the number of bottles that are being filled a minute. Mounted on the conveyor leading from the filler through the capper are the motor controls to all machines so that they are handy to the first operator and all machines may be started or stopped, or any individual machine may be started or stopped as desired. The filling machine is a vacuum type, filling bottles absolutely clean and accurate—no drip, no spill.

The Bronze Award Winners

CASTILIAN TOILET PREPARATIONS

In the design of these packages, consideration was given to eye appeal and utility as the most important steps in initial merchandising. The lines are graceful, the packages as a whole exhibit richness, and are suitable for any dressing table. Records show that during the first four months all the packages have been sold in every city in the United States, both through the better department store and drug jobber outlets.

COLLINS BUTTERSCOTCH

In these packages for confectionery (butterscotch) it seemed desirable to incorporate a design which would individualize the product and present it to consumers in a convenient and distinctive manner. The "book" idea offers an interesting treatment and is carried out by means of the cleverly designed folding box. The display permits the showing of twelve "volumes" and occupies a space which is not too large for the average counter or shelf. This display is also a compact and complete shipping unit.

DOLLY'S COMFORT

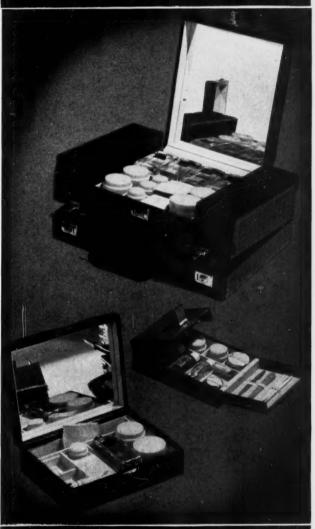
This package was designed to replace a two-piece setup box of unprinted stock with a plain pink label on one end. The new package permits examination through a transparent window without handling of the product. Illustrations on the package show the product in use and are reproduced in colors typical of the product itself. Because of its interesting appearance, dealers are encouraged to place the package on display. Advance sales after repackaging surpassed the previous year's sales, and the adoption of the new design also encouraged the company to extend the re-packaging plan to a line of children's comforts.

CLIX PRODUCTS

Extreme legibility in lettering of product names enabling immediate recognition, nice proportioning of color bands—cream, orange red and black—and general simplicity, characterize the design of these packages.

EAGLE PENCILS

These packages were developed to bring a family resemblance to a wide variety of articles while still retaining individual identification value for each item. Through the use of a revised and modernized trade mark, FIRST AWARD—ALL-AMERICA package competition NO photo can show the full beauty of these LEATHER CASES



Gathering what you can from this photograph, you may perhaps think such workmanship and quality are beyond the reach of your budget.

Naturally, quality of this order does cost more. But you will find it costs far less—in respect to its sales value and display appeal than you would expect.

Our designers and skilled craftsmen are at your

Quality Packages in Leather, Leatherette and Fabric for Every Industry

The Morocco Case Co., Inc.

449 West 42nd St.

New York City



EXTRA PRODUCTION, EXTRA PROFITS with this and other FRANK PACKAGING MACHINES

We are—and for many years have been builders of a large line of fully automatic and semi-automatic bag opening and filling machines. Because of the breadth of our line, even the more unusual requirements can be filled by our standard machines . . . hence filled at lowest cost. Specialized applications can, of course, be worked out to meet particular problems.

Consult with our engineers without obligation Write, wire or phone-

JULIUS FRANK Chicago, Illinois

the first purpose was achieved. The second was obtained by variations in the color schemes and slight changes in design. While credit cannot be given entirely to the packaging, sales on all of the merchandise increased from 10 per cent to 200 per cent. Boxboard and paper were standardized and reduced from over 200 to 7 types—a worth-while achievement in purchasing, inventory and production economy. Color schemes and individual labeling were worked out in terms of stockroom lighting, trade and shipping room practice in handling, and from several other viewpoints in addition to the more obvious problem of identification in eyecatching power, etc., with the public.

ALKA-SELTZER BARN DANCE

The Alka-Seltzer Barn Dance window display was developed to accomplish a definite tie-up with the company's National Barn Dance radio program. So much interest was created by the display that actual requests were made of drug stores for duplicates. This influenced Miles Laboratories, Inc., to distribute several millions of die-cut miniatures of the display later in the year. Display baskets carrying a colored reproduction of the display, as well as giant cartons, serve as a part of the display.

BON BON TOWEL BOX

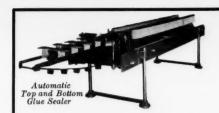
The object of this package was to obtain something entirely different from the type of packing which had become conventional in the textile industry. Also, the aim was to make the merchandise more appealing by playing up the soft texture of the towels, etc., in folds and rolls. Simpler operations in folding and packing the towels for this box give it an advantage over the former type of packing. In the Bon Bon box the name "Cannon" is used as part of the decorative design and the box has been widely used for displays in the retail stores. Christmas gift box sales more than tripled those of the previous year and it is difficult to say how many more would have been sold if the company had been able to supply an unlimited amount of merchandise for them.

CHARMSPUN DIAPERS

This package was developed for the purpose of presenting a product which could be seen to better advantage at the point of sale and yet be kept clean and sanitary. By printing the label on the transparent cellulose, one operation was eliminated in the wrapping. The label, lustrous in appearance, enhances the value and eye appeal of the package and stimulates sales interest for the product.

"JUNIOR" GRAPH-AIR GUN

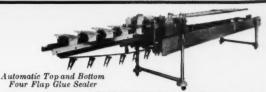
This package provides a convenient method for dispensing graphite and replacing oil. It provides an easy means of forcing the graphite into inaccessible places. The simplicity of opening and closing the container and the novelty of the complete unit makes it convenient and unusual. A mere turn of the top and a slight pressure permit the contents to be forced out.



Three Sta-tion Combina-tion Case Sealer



Automatic Top and Bottom Glue Sealer



Automatic Bag Heat Seal-ing Machine







202-8 Riverside Ave. Newark, N. J.

Manufacturers of

Carton Glue Sealing Ma-Glass Jar and Bottle Packing Chines Machines

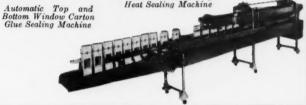
Heat and Glue, Bag Sealing Machines Shipping Case Sealing Ma-chines

Tape Sealing Machines

Special Conveyors for Bottles and Cartons







BUT THIS ISSUE IS COMPLETELY





Because our plant has complete facilities for lacquer coating, varnishing, gumming and die-cutting ... we are able to serve many manufacturers and printers more economically than if they attempted to do the work themselves. We know the headaches ... and how to avoid them. Our varied equipment insures prompt delivery and the most economical and speedy machine for each type of job.

Let us figure on your next job. And let us show you what we have accomplished for others in lines similar to your own.

LOWERY AND SCHWARTZ, INC.

295 Lafayette Street

New York City

CAnal 6-7703

CHORE GIRL FLOOR DISPLAY

This combination corrugated and folding carton construction provides a bright and appealing unit from which to merchandise the contents. A study of the trade mark tag as featured on the contents in comparison with its interpretation on the display, shows how the designer has contributed to the customer's trade mark theme and thus added to its effectiveness.

SUCHARD CHOCOLATE BARS

To add brilliance and distinction, printed transparent wraps were adopted for Suchard Bitter Sweet, Peppermint and Sweet Milk Chocolate bars. The color is so placed as to give the effect of an opaque wrap. The placement of manufacturer's name and product name, together with the cost price, in a simple arrangement, enables immediate identification. A primary wrapping of metal foil is used. Both outer and inner wrap are applied automatically.

LOWE BROTHERS PAINTS

In redesigning the labels, one essential principle of package design dominated all other considerations. The new label suggests, through rich and dignified simplicity, the high quality of the contents of the containers. In keeping with modern packaging one basic design unifies the entire line yet the various product labels differ through the use of individual color combinations. As a result, each package is attractive in itself, and is also a harmonious unit in the complete family of Lowe Brothers products. Another important accomplishment is that the very character of the labels and their color schemes suggest the charm of color harmonies obtained by using Lowe Brothers' products. Attuned to the simplicity of the new label, is the company's trade mark which was simplified, after nearly three-quarters of a century of use, to fit the modern conception of direct and forceful readability.

DELUXE CARVING SET

In merchandising and packaging the more expensive carving sets, it was realized that something uniquely different would have to be done. Accordingly, a plastic box was designed that would serve the purpose of housing the carving set prior to sale (so arranged as to make for maximum display value in the dealer's show case) and later this same box could be used to hold the carving set in the home, or for other re-use purposes. While it is too early to predict a definite increase in sales, preliminary sampling indicates immediate acceptance of the idea, backed up by substantial trade orders.

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OXWELD SHIPPING CASE

The Oxweld shipping case is designed to hold a valve and gauge for welding apparatus. The container itself is of solid fibreboard, top and bottom being stitched. The interior packing consists of corrugated liner and partitions so arranged to secure adequate protection of the parts and mechanism during shipment.

R7 TOOTH POWDER

The objectives of this package were three-fold: a desire to improve the design and general appearance, to give it more feminine appeal; add greater convenience in consumer use; facilitate manufacturing and cut production costs. Achievements of these objectives were as follows: 1. Simplicity of design and color combination improved the attractiveness of the container. Likewise, the use of charcoal tin plate has added brilliancy and protection against discoloration of the finish. 2. For greater convenience, a unique closure pouring top was added, preventing waste in applying powder to the brush, stopping leakage in shipment and keeping the powder fresh. 3. New container eliminated entirely the outside cover used on old package and made unnecessary the printed insert on how to use the old pouring spout—all with ultimate savings in production costs.

GENTLEMEN'S SADDLE BAG

This container of genuine pigskin leather enables a convenient and attractive assembly of various toiletry items for men. The container can be used, after the various individual packages contained have been consumed, either as a re-fill container or to hold traveling articles, etc.

LA ROSA SPAGHETTI PLANT

The spaghetti to be packed is conveyed to the intake end of the cartoning machine where it is weighed and placed between partitions on a conveyor. During progress of the product through the machine, it is wrapped in a parchment-like paper which in turn is inserted into a carton and is then sealed.

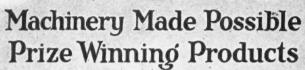
From the discharge of the cartoning machine the packages are conveyed on conveyors and boosters to a package collector, the function of which is to take two lines of cartons from two cartoning machines and converge them into one line leading to the automatic casing machine. In the latter the packages are accumulated in a load-forming enclosure. When a detector indicates the fact that a full load is completed a pusher automatically shoves the load into a shipping container which has previously been placed over a funnel by an operator. Neither the top nor bottom of this container is sealed.

The case is discharged automatically from the automatic case packing machine on to a conveyor which carries the loaded but unsealed cases to the gluing and sealing unit, where the tops and bottoms of the case are automatically opened, adhesive is applied to the outer flaps, the flaps are brought back into sealed position and the case emerges from the gluer into the sealer with the flaps squared up and the case perfectly sealed.

SWIFT'S LARD AND SHORTENING INSTALLATION

In designing the carton the objective was to produce a carton of an accepted type less expensively with less stock but without a sacrifice of carton quality or strength. The package is formed from a single blank of cardboard, the material being cut, to effect a substantial saving of

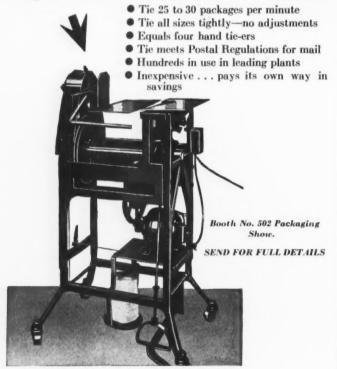








The New BUNN Package Tying Machines. Standard and Special Models for All Requirements. Manual Cross Tie Models.



THE B. H. BUNN COMPANY Vincennes Ave. at 76th St., Chicago, Ill.

material in cutting blanks, from a continuous sheet. This is accomplished by forming the carton blank with the bottom and side walls each provided with an extending flap. The flap extending from one side wall is cut away to form a tongue portion on the outer edge. The flap extending from the opposite side wall is provided with a diagonal slit for the reception of the tongue portion. Each of the flaps is cut away at its outer edge to permit flaps of adjacent blanks to be cut from a continuous sheet in interfitting relationship.

As will be apparent from an examination of the carton, the portions cut away by obliquely cutting the top flap and the slitted end flap and the shortened extension of the bottom flap permit the flaps of adjacent laterally reversed blanks to be cut from a continuous sheet in interfitting relationship.

THE ALL-AMERICA FOR 1937

(Continued from page 129) appeals were for news releases and photographs which might be used in trade publications and newspapers. Then followed the request for special speakers who might appear before various gatherings and emphasize the trends toward improved packaging by which products could be made increasingly desirable to consumers. Educational values of the All-America packages were recognized to such an extent that requests came in last year for traveling exhibits, not only throughout the United States, but from Great Britain, Germany, France and Australia.

Long before all entries had been received, or the judging completed on the 1936 All-America Package Competition, so many inquiries and requests had poured in that it was clearly indicated that something even more ambitious than ever before attempted must be done to satisfy the interests of those who were prevented from coming to New York to see the exhibit itself. This unprecedented interest from all sources led the sponsors to carefully appraise the efforts of past years and make plans which would adequately fulfill the opportunity and responsibility of the present competition as a service to those interested in packaging.

In the selection of the judges it was recognized as necessary that the following viewpoints be given major consideration to obtain the desired results:

- The sales and advertising departments of manufacturer organizations who look on their packages as salesmen and advertisements, tying in with other forms of promotion, and making the products new and desirable to consumers.
- 2. Production- and financially-minded executives who want their packages to fit in with present production methods taking their place as an economical and efficient tool in the complete manufacturing process.
- Retailers who with less and less time and influence on ultimate consumers depend to a large degree on packages to sell themselves in their stores.
- The ultimate consumer who measures the value of the product by the way it is dressed (packaged)

and who finds satisfaction in its use to a larger or lesser degree based on the package being designed for her convenience and use.

5. The professional package designer who views packages as one means of selling and who, in his practical day by day work, attempts to take the perhaps biased viewpoints of the manufacturer and, mixing and tempering them with his own knowledge, creates packages that will prove sufficiently attractive to consumers to be bought on sight.

Each of the judges of the 1936 All-America was selected for his or her experience and qualifications to properly bring to the entire group a well-rounded and authoritative viewpoint. The frequent discussions that ensued during the actual judging emphatically proved the wisdom of securing proper balance in the board as a whole by its make-up of specialists who would see that their respective interests would be protected.

With these apparently divergent viewpoints, of the various judges, it seemed more necessary than ever before to formulate certain rules for judging which, applying to all cases, would afford the necessary opportunity for "a meeting of the minds." While modern packaging may not yet have become an exact science, certainly it is no longer a deep secret, with the code for solving it held by a favored few. The approach therefore was to work out a thoroughly practical yardstick by which all packages would be measured. While certain packages and displays would require greater emphasis being laid on certain factors than others, it was felt that only through some such yardstick could the sponsors be certain that careful consideration of all vital points would be universally given to the entries.

The subsequent yardstick was composed of ten points which taken together were considered as being characteristic of packages which would prove truly worthy of the distinction of being classed as All-America packages. These points, together with brief explanations, follow:

1. Protection of Contents

The original function of the package, used as a means of adding value by helping deliver the product into the hands of the ultimate consumer in the same perfect condition as when it left the manufacturing plant. This point views the package from its mechanical or constructional angles and emphasizes the practical and economical uses of materials and methods in the accomplishment of the objective—adequate protection of the product.

2. Eye Value

Here we are dealing with the impressions which potential consumers form of a company and its product, through the package. For, in all selling and advertising, buying action is the result of a number of impressions—word ideas

A POURING SPOUT FOR ANY FLOWING GRANULAR PRODUCT



- CREATES SALES APPEAL
 KEEPS CONTENTS CLEAN
- PRESERVES THE CARTON
 AVAILABLE IN ALL SIZES

AMERICAN ALUMINUM WARE CO.

378 Jelliff Ave., Newark, N. J.

CYLINDRICAL ENGRAVINGS FOR ROTARY PRESSES



MODEL MACHINERY CORP.
165 West 21st Street N. Y. C.
Tel. WAtkins 9-0569

PRINTS OF QUALITY

For All Trades Requiring ATTRACTIVE BOXES

Sizes range from 2 x 3 to 11 x 15



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Published by

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Write for samples stating class of subjects and sizes required Line comprises over 3000 subjects: Florals, Street Scenes, Interiors, Hunting, Dogs, Landscapes, Marines, Children, Etc., Etc. Sole American Distributor

EMERY BLUM

Fine Art Publisher and Importer

225 FIFTH AVE.

NEW YORK CITY



or pictures-the sum total of which convinces the consumer that possession and use of a product is more desirable than the cash, and is therefore the impetus which activates the exchange. In this phase of judging a package it is necessary to determine what mental impressions will be set up in the consumer's mind, and whether they will be positive, tolerant or insignificant. Are these impressions of the nature which will easily and quickly lead the consumer to: (a) awareness of the product; (b) develop a desire to share in the proffered benefits it promises; and (c) enable positive action, in the form of purchasing, at the moment of having reached a favorable decision? In the main therefore this point deals with the workings of the minds of large and representative numbers of consumers, and simply stated is the psychological reaction.

3. Advertising

In this point we are not considering the package as one form of advertising, but rather how well adapted is the package to be tied-in with all forms of advertising which its sponsor uses. Modern selling requires the utilization of many different forms of advertising media. And since placing the packaged product in the hands of the ultimate consumer may well be considered the end of the entire sales effort, it is vital that the package be such that it can readily be capitalized upon in all advertising media used.

4. Merchandising

Marketing has been defined as the "getting of goods from the places where they are made and unwanted, to the places where they are not made, but wanted." The package as a merchandising tool has certain abilities, such as the following: creating a sufficiently vital need in the mind of the consumer so that immediate purchase is made necessary; assurance that correct usage is made certain so that promised benefits will be secured; or helping shape a determination that purchase will be made, at some future date, present funds being inadequate for the purpose. In much the same fashion that the experienced salesman presents his sales argument, so must the package by word, picture and general atmosphere created, explain, demonstrate, stimulate and remind. In this consideration therefore we may ask the bald question: how effective a "salesman-in-print" is this package?

5. Consumer Convenience and Appeal

When the package is built with the needs and desires of consumers well in mind, backed up by whatever research has been necessary to definitely determine what these needs are, it is pretty safe to say that the package is a success. Consumers view packages from the angles of: general ex-

cellency of appearance; ready ability to open the package and examine the product prior to purchase; protection, so that the product is kept fresh and clean, all through its travels; information as to the service the product will render, and instructions for use; ease of opening, removing and reclosing, if the product will not be completely used at one time; ease of handling and storing in the home without fear of damaging or occupying an undue amount of space; and finally a feeling of being certain that one is getting "his money's worth." If the package be one that is obviously used for gift wares, the added viewpoint of smartness and ostentation may be present on the one hand, with after-service values if the package possesses certain re-use factors.

6. Practical Retailing

Retailers exert a tremendous influence on the sale of packaged goods by their willingness or otherwise, to prominently display them. In viewing the package from this point the things to be stressed are: suitability of the package to storage requirements; economy of space on shelves, counters, aisle tables and show cases; unusual effectiveness in usual methods of store display; time-saving through containing necessary information so that consumer can purchase without help of the retailer. In effect, how well does the package meet the requirements of the retailer whose job will be to sell it?

7. Economy

Has maximum economy been exercised in the form, materials and production processes used, commensurate with the effect secured? Or has the desire to produce "an outstanding package" led to expensive factors the use of which are highly questionable?

8. Packaging Machinery Used or Available

Has the package, with all of its features, been planned and executed in relation to the most economical and rapid handling by available machines, provided that it is of a nature which might reasonably run into sufficient volume and require automatic packaging operations in the future, or will it require an entire change at some later date?

9. Display

This point considers the effective display of the package itself on busy counters, display tables, show cases, in windows, etc., as well as in combination with advertising displays and dispensers. This includes such factors as: size; shape; materials utilized; stability; character; and estimated results, on the part of the retailer, in determining whether or not it shall be given display space.

Arteraft LABELS

Accent Quality and Reflect the Character of Fine Products

Here at Artcraft, we create the finer type of labels, labels that express beauty and symmetry of design . . . that demand pride of possession of your product. . . . Artcraft labels are, indeed, unusual labels.

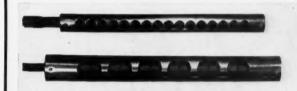
Single or Multi-color—Die Cut—Varnished for Packaging, Shipping and Advertising.

ESTIMATES CHEERFULLY SUPPLIED

THE ARTCRAFT LABEL COMPANY

"IN THE VERY HEART OF THE BLUE RIDGE"

ASHEVILLE :: :: NORTH CAROLINA



GET RID OF STATIC

- . . . eliminate fire hazard
- . . . speed up production
- . . . lower costs with the

SIMCO MIDGET STATIC ELIMINATOR

A simple, effective device that will remove static and enable highly charged material—such as acetate film—to run smoothly through machine operations. Also eliminates the hazard of using highly volatile coating materials, such as lacquer.

Simco can be applied economically and easily to all types of equipment: on printing and offset presses, and on machines for wrapping, coating and for fabricating bags and envelopes.

Write for details.

THE SIMCO CORPORATION

PHILADELPHIA, PA. York Road & Albanus St.

ANILINE

WITH A REPUTATION

originators of opaque aniline inks

Opaque Aniline White #20682 for glassine, regular cellophane carton and paper stocks.

Opaque Aniline Buckeye White #24881—Designed especially for moisture proof and heat-sealing

Opaque Aniline Yellow #21253—suitable for any type of stock.

> These immediate drying OPAQUE aniline inks work clean, are free from settling, and can be used alone or with various dyestuffs.

CRESCENT INK & COLOR COMPANY OF PA.

Gay Atlantic City!

CAROLINA

BEACHFRONT HOTEL JUST OFF BEACHFRONT

SINGLE

As Low As

\$2.50 and \$3

DOUBLE

As Low As

and \$6

On Beautiful North Carolina Avenue, Atlantic City

Serving a Tray Breakfast to your room any time up to 11 o'clock without any charge for breakfast or service.

Every Room Has Private Bath and at Least Three Large Windows

Write for Weekly Rates and Group Rates

HARRY L. FAIRBAIRN Proprietor

H. L. FAIRBAIRN, JR. Manager

10. Direct Selling

The consideration here is: if given no support by the dealer or his clerks, how effectively will the package sell itself? Matching each product is some human desire which, if properly appealed to, will induce consumers to stop, look and buy that product. Such desires are: to emulate persons in higher social positions; to attract the opposite sex; for appetite; for comfort; to protect family; to be in style; for health, to mention but a few of the more than twenty human desires. Therefore in judging this final point in the package, to which human desire does the package appeal, how effectively does it do it, what stimulant does it use to induce buying action? Mere identification of a product is not, in the majority of cases today, sufficient to make the package self-selling.

In reviewing these ten points it will be seen that the "ideal" package meets the needs of:

The ultimate consumer who pays money for it.

The retailers who make money by selling it.

The manufacturers who make and sell it.

The production manager who must adapt it to practical and economical factory methods.

The advertising man who must promote it.

As in other years, a careful review was made of the classifications under which judging would be done. Inasmuch as achievement can only be measured in terms of comparison of like packages, it has been necessary to expand the classification system to the point where twenty separate and distinct groups were represented in the 1936 All-America. Each entrant specified the classification under which he desired his entry to be judged. The choice was among the following:

- Folding cartons Collapsible tubes Fibre cans
- Glass containers Metal containers
- Set-up paper boxes Plastic containers
- Machinery and equipment Displays: counter, floor or
- Displays: window
- Shipping containers

- 12.
- Family group Bags and envelopes—opaque Bags and envelopes—trans-14.
- 15.
- parent
 Wrappings—opaque
 Wrappings—transparent
 Labels and seals
- 17. Closures
- 19. Transparent (cellulose) con-

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tainers 20. Miscellaneous

In studying the ten points in the yardstick, as applied to each one of these twenty classifications, it was at once recognized that each point could not be logically given equal rank with all types of packages. The job therefore was to determine which points applied to each group, to give each of these points a potential rating, and then leave it to the discretion of the judges to give their actual rating.

During the period of judging, the judges considered and completed one classification before moving to another, all of the packages in each group having been previously segregated by classification in one spot to facilitate judging. Each judge was given printed score sheets, containing the ten points previously

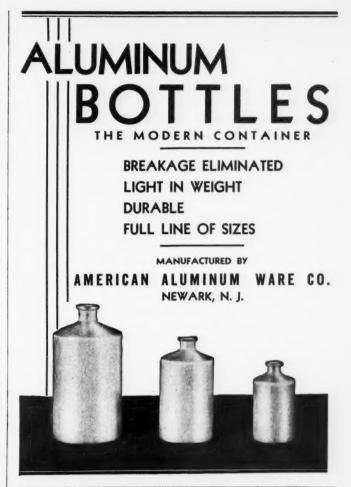
agreed upon, with the potential rating filled in. Then following as much discussion as was found necessary and desirable, with frequent reference to the original entry blanks to see what the entrant had said about some particular package, the printed score sheets were filled out, signed, and deposited in a box for later tabulation. By this method of judging the entire task was simplified, the awards being given to those packages which had secured the highest rating on the judges' score sheets. In the case of ties, it was agreed that duplicate prizes would be awarded. And, if, in the judgment of the entire board of judges, certain classifications did not contain entries which justified awards, they were free to recommend that either one or no awards be given.

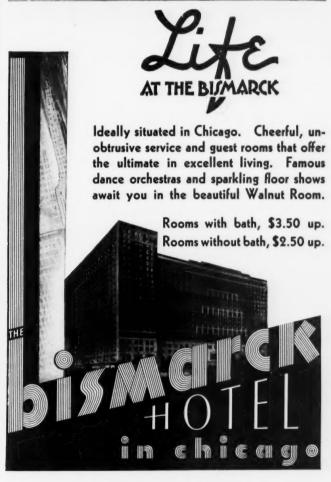
While the effort involved in studying and appraising the value of twelve thousand packages and displays, entered under the twenty classifications, was an exceedingly ambitious and arduous task, the careful planning which preceded the actual judging was found to be a decided benefit and help. When the final classification had been completed, and the judging of the 1936 All-America had become a matter of history, the clock stood close to midnight, and it was with the feeling that a thorough job had been done that the judges departed for their several homes.

As a means of perpetuating and widening the influence of this event, a complete "talkie-movie" in full color was made. This permanent record, to be known as "The Miracle of Modern Merchandising," starts with a review and exhibition of some of the well-known old packages, together with a historical picture of the early attempts in the packaging machinery field. Step by step it progressively traces the development of this modern merchandising force culminating with a showing of all entries in the 1936 All-America, the judges at their deliberations, and finally the award winners, in the gold, silver and bronze groups.

Packaged into this single full-color film is a liberal education in modern packaging and its influence on all peoples and businesses. Taking about forty minutes for a complete showing, copies will be made available in about seventy American cities, for showing before advertising clubs, chambers of commerce, business men's luncheon clubs, school, college and university groups, and organized consumer organizations. As was so successfully done last year, twelve complete exhibits, comprising samples of all prize-winning packages, will travel from place to place on a carefully arranged schedule, bringing hundreds of thousands of business men and women in first-hand touch with the packages and displays which have won the distinction of being classed All-America winners for 1936.

The largest and best All-America has passed into history, and with this issue which earnestly strives to give the whys, hows, and wheres of this great event, it is the ambitious hope of the sponsors that 1937 may mark the greatest and most significant adoption and utilization of the potentially profitable forces latent within this modern merchandising tool—the package.





FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

SET-UP BOX MANUFACTURERS should examine the swatch books announcing "Phantom" and "Diaritz" box covering papers, for new and interesting effects. Copies may be obtained direct from Hazen Paper Company, Holyoke, Mass.

MODERN METHODS of handling barrels, drums, carboys, cartons and cases are illustrated and described in an informative folder, No. 321, published by Lewis-Shepard Company, 175 Walnut St., Watertown, Mass., manufacturers of materials handling equipment.

CONTAINERS FOR EXTRACTED HONEY are treated in Simplified Practice Recommendation R156-37, effective Feb. 1, 1937. Among the revisions are 24- and 48-oz. packages substituted for the pint and quart sizes, and a glass container with a capacity of 32 oz. of honey. Until printed copies are available, complimentary mimeographed copies may be obtained from the Division of Simplified Practice, National Bureau of Standards, Washington, D. C.

TRAFFIC MANAGERS and other executives affected by the shipment of goods will be interested in a sixteen page book, just issued by Acme Steel Company, 2843 Archer Ave., Chicago, Ill., under the title "My Second Strap" by Doc. Steelstrap. This handbook for the solution of shipping problems is a supplement to the first edition published some time ago. Complete with illustrations and case histories, it shows savings made possible by using steel strapping.

AN ENCYCLOPAEDIA of stainless metal foils has just been issued which fully covers the many applications of these useful packaging materials. This is divided into the five following divisions: 1. On Super Bond and Cellulose; 2. Heavy Metal and Pregummed; 3. Light and Heavy Embossed; 4. Plain and Embossed Boards; and 5. Duplex (reversible). Included in each section are swatches of the various stainless metal foils which will contribute greatly to packaging excellency and distinctiveness during 1937. This encyclopaedia deserves a preferred place in the idea library of alert printers, lithographers and boxmakers. Copies may be secured from Keller-Dorian Paper Company, Inc. (who

devised the book), 390 Fourth Ave., New York, or Japan Paper Company, 109 East 31st St., New York.

CORRUGATED CONTAINERS—traditionally drablooking and designed merely to get articles from one place to another—may now be expected to blossom forth in all the colors and patterns common to ultra modern design! A new process, which frees the designer from the necessity of using only alkaline-proof inks and their narrow color range, has just been announced by Jordon Bauer, technical director of the Stein-Hall Company, Chicago, Illinois.

Containers fabricated of corrugated board manufactured by this process may be converted into highly attractive "traveling signboards" when hauled in trucks, or smart display cases when placed on dealers' shelves. It is said that even the lightest and most delicately tinted papers hitherto used only on fancy boxes and other decorative purposes may be employed on the sturdiest corrugated containers without danger of being stained by the presence of free alkali. The process enables low-alkali or even non-alkaline starch adhesive to be substituted for the ordinary alkaline adhesives in manufacturing the corrugated board.

FOR LIMITED DISTRIBUTION only, the Mid-States Gummed Paper Company, Chicago, has prepared an elaborate loose-leaf portfolio entitled "Exhibit of Outstanding Examples of Gummed Paper in Business." The purpose of this portfolio is to place within the reach of paper merchants, printers, lithographers and paper users, all available information on the use of gummed paper. In detail, the portfolio presents five outstanding successful campaigns, showing merchandising plans that have been actually used by five large companies, as well as others used by chambers of commerce.

TWO CONSUMER SURVEYS conducted among twenty thousand people, in seventy-two cities and towns, gives factual data on the much discussed question: which container does the public prefer for the beer it buys for home use? The trend towards canned beer, and particularly "Keglined" cans—is conclusively pointed out in a new booklet "Will You Have Me in December as You Did in May" issued by American Can Company, 230 Park Ave., New York.

"MAKING TWENTY-FOUR SHEET POSTERS," an informative folder issued by The Forbes Lithograph Mfg. Co., Boston, Mass., clarifies many questions that have puzzled advertisers when planning this method of sales promotion. This is an interesting bit of reading for the busy executive.

PORTABLE EQUIPMENT for handling sacked, barreled, boxed, baled or flat materials, enabling the piling or stacking of heavy bulky materials to heights of thirty feet or greater, is described in a new bulletin, "The Key to Greater Profits—the Standard Piler." Copies may be had upon request to the Standard Conveyor Company, North St. Paul, Minn.



425 FOURTH AVENUE

NEW YORK CITY

MODERN Packages

are specifically built to do specific jobs. . . . Their design is, in the best sense of the word, *functional*.

. . . Which implies that the firms behind them have a solid appreciation of built-in *purpose*. . . . Which suggests that they'd be warmly interested in business housing conceived in the same terms. Frankly, that's the WHY of this ad

It's about a bright, new, 22-story, corner building in midtown Manhattan: 425 Fourth Avenue.

This building offers the finest facilities for administrative activity, for merchandising display, and for active storage and distribution.

It is *centrally* located: midway between Grand Central and Pennsylvania Station; and it is served by every type of passenger transportation that New York can boast.

125 Fourth Avenue is the only modern building in this advantageous location that offers whole floors within 5300 square feet. Organizations accustomed to larger, less unified quarters, can be housed here in space that automatically lends itself to efficient departmentalized layout . . . and enjoy the smoother operation, and the prestige, of whole floor occupancy. Smaller units, too, affording similar advantages in operating efficiency, are available.

A brief of features of this unique building includes 4-side fenestration (for 100% daylight)... complete sprinkler systems... handsome avenue lobby and separate, side-street freight and employee entrance... efficient 24-hour service, seven days a week, all year round.

... Want more detailed information? Just pick up a 'phone and have our representative call. No obligation, of course.



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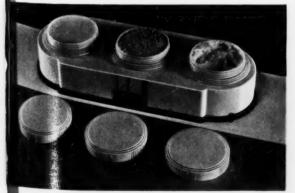
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